



INGREDIENT
TECHNOLOGY
GROUP

Press Information

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OCEAN SPRAY PRESENTS POMEGRANATE POTENTIAL

Ocean Spray has launched a new pomegranate variety of its renowned BerryFusions® Fruits. Pomegranate, a contemporary and distinctive taste, is now featured alongside the popular BerryFusion Fruit classics – strawberry, raspberry, cherry, blueberry and mango. This latest variety will inspire product innovation, while satisfying consumer demand for new and exciting flavours.

Praised for their process tolerance, BerryFusions Fruits add fruit appeal to a variety of applications, such as bakery, cereals, dairy, snacks and confectionery. An alternative to the named fruit or extruded gums, jellies and other fruit imitators, these dried fruit pieces deliver taste, texture and distinctive points of colour, without the processing challenges commonly associated with real fruits. Pre-soaking is not required, and the product does not absorb moisture over time. Further advantages include retained piece identity, absence of colour bleed and stable pricing and supply. As with all Ocean Spray's sweetened dried fruits, BerryFusions are available in various sizes and specifications.

The latest extension of the BerryFusions Fruits line reflects Ocean Spray's technical expertise and NPD commitment. Kristen Borsari, global senior marketing manager at Ocean Spray comments: "We are always looking to enhance the BerryFusions Fruits portfolio given the popularity of the range. Our existing flavours cater to traditional tastes, but the more exotic pomegranate was a logical choice for us, given our record of combining tradition and heritage with innovation and a forward-thinking approach."

“We’ve seen demand for different flavours grow as consumers have become more receptive to new and different tastes. This newest BerryFusion brings refreshing choice and endless possibilities to new and existing dried fruit customers.”

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Editor’s note:

Ocean Spray’s Ingredient Technology Group (ITG) is part of Ocean Spray Cranberries Inc, a \$2 billion grower-owned cooperative comprising over 600 cranberry and citrus growers across America and Canada. Ocean Spray in the US currently ranks as one of the top 50 food and beverage companies. Ocean Spray ITG offers an extensive portfolio of fruit ingredients including sweetened dried cranberries, BerryFusions® Fruits, cranberry powders and purée – all available year round.

For further information on how cranberries can be used in your products, please contact:

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