



INGREDIENT
TECHNOLOGY
GROUP

Press Information

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OCEAN SPRAY ONLINE

Ocean Spray's Ingredient Technology Group (ITG) is pleased to announce the launch of an all-new German language website, at www.oceansprayitg.de. The website is an essential resource for food and beverage manufacturers and distributors.

Visitors can access the latest news and announcements from Ocean Spray ITG, as well as find information about the company's extensive range of fruit ingredients. Users will have the option to join the mailing list to receive regular business and product updates find out more about Ocean Spray's products or contact a local representative.

"Manufacturers are looking to meet consumer demands for ingredients that confer holistic health benefits as well as a great taste. This has led to growth in the German cranberry market and we have launched the German language website to complement this," comments Marion Burton, marketing manager, Ocean Spray ITG. "It follows the launch of the English language website in July last year and other European and Asian languages are also in the pipeline."

Ocean Spray's ingredient portfolio includes sweetened dried cranberries (SDCs) and BerryFusions[®] Fruits, which are suitable for a variety of product applications including bakery, dairy, confectionery, beverages and cereals. Manufacturers can learn more about the wide-ranging application possibilities with Ocean Spray's product line, from cranberry powder for nutritional supplements to frozen cranberries and puree, which can be used in healthy options and indulgent treats such as ice cream. The website will also provide information on Ocean Spray cranberry concentrate, which is available through an innovative online trading platform.

The website is now live at www.oceansprayitg.de.

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Editor's note

Ocean Spray ITG is part of Ocean Spray. Ocean Spray in the US currently ranks as one of the top 50 food and beverage companies. In Europe, combined sales of branded products and ITG ingredients have topped \$100 million. Ocean Spray ITG offers an extensive portfolio of fruit ingredients including sweetened dried cranberries, BerryFusions® Fruits, cranberry powders and purée – all available year round.

Mehr Information darüber, wie Cranberries in Ihren Produkten eingesetzt werden können, erhalten Sie von Bösch Boden Spies GmbH & Co. KG, Heidenkampsweg 73, 20097 Hamburg.

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E-Mail: office@boesch-boden-spies.com oder im Internet unter www.oceansprayitg.com und www.oceanspray.com

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