



**INGREDIENT
TECHNOLOGY
GROUP**

Press Information

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OCEAN SPRAY GIVES A WHOLE LOT MORE

Ocean Spray's Ingredient Technology Group has launched a new addition to the sweetened dried cranberry (SDC) range. The new Whole SDC has been developed in response to demand from snack and confectionery manufacturers for a larger fruit piece size for consumers to enjoy. With the cranberry's characteristic red color, sweet tart taste and process tolerance, the larger Whole SDC is ideal for use in the growing categories of trail mixes, confectionery and healthy treats.

The US snack market has been experiencing unprecedented growth and even during such a difficult economic climate consumers are still willing to spend on healthy snacks. The Whole SDC responds to consumer demand for increased snack variety which delivers on both taste and health benefits. In such a competitive and fast evolving environment the cranberry is well placed to deliver scientifically researched multiple health benefits for the whole body. The SDC range offers variety for the industry and can be used in many applications such as trail mixes, cereal bars and baked goods.

Kristen Borsari, global senior marketing manager, commented: "Our customers in the ever-growing snack and confectionery sectors have responded positively to the Whole SDC. Sweetened dried cranberries deliver taste, health, color, process tolerance, and now piece size variety too. One of the key benefits of our SDC range is its versatility. We have a range of moisture contents and sizes, so we're pleased to be able to complete the offering with the Whole SDC."

ENDS

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 puree – all available year round.

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

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