

world juice



Danone's new Danoa brand in Spain uses Palatinose blended with fruit and milk, and claims to provide consumers with long lasting energy release

potential of the fruit in Europe.

Similarly, Aroma Bursa Fruit Juices & Food Industry Inc of Turkey gave a paper extolling the virtues of Turkey's indigenous Sour Cherry, which is claimed to have both health promoting and disease risk reduction properties. Again packed with polyphenols, anthocyanins, bioflavonoids, kaempferol and quercetin, Sour Cherry is said to have an ORAC value of over 120 units per gramme. It works well blended with another fruit such as apple, which Aroma also produces at its plant in Turkey where it has a fruit processing capacity of 200,000 tonnes per year.

Antioxidants and claims

A high antioxidant content is being claimed for most fruits in a bid to stimulate their healthy appeal and, as Mr Berryman pointed out, new juices drawing on the latest new 'super' fruits almost sell themselves without the need for advertising due to the newspaper articles highlighting what is hailed as the latest 'super discovery'.

"For instance, there is a lot of talk and not enough evidence at the moment to suggest that the new fruit, Goji berry (from Tibet and Mongolia), will get rid of cellulite," said Mr Berryman. "However, there is a lot more and better research available to support the fact that drinking fruit and vegetable juices in general can cut the onset of Alzheimer's disease by as much as 76% due to the presence of antioxidants."

Finally, 'can fruit juices do anything to help save the planet?' was a question posed by Mr Berryman. He suggested that if juices could be sourced from fruits grown and

World Juice Awards

Winner of the World Juice Innovation Award this year was Hero Nederland's Fruit2Day range of fruit juices and juice purées with small fruit pieces, which are packed in novel single serve packs in the shape of two fruits.

Developed in conjunction with Carriere, the fruit products sourcing company, the range includes Strawberry & Orange; Mango & Peach; Pineapple & Banana and Pear & Passionfruit in a one shot, daily dose portion. It was commended by the judges for creating a totally new mouthfeel for the sector that gave the sensation to consumers of both eating and drinking at the same time. The award was received by Ulrich von der Linden of Carriere who highlighted the challenge the company had overcome to source the appropriate mango variety for blending with peach and the tiny pieces of pineapple that contribute to the mouthfeel of the product.

The Best Innovation in Processing & Packaging was picked up by Italpack for the packaging for Ocean Spray's range of chilled Cranberry Juice Drinks, which feature windows on the front and back of the cartons. The windows include measurements designed to guide consumers in pouring the correct amount of juice in order to make one of the recommended five daily portions of fruit and vegetables.

Carriere, Germany 100; Italpack, Italy 101



Hero Nederland won the Award for the Best New Juice Product with its Fruit2Day range

farmed in a way that could protect the rain forest – as low growing trees under the high canopy, for example - the juice industry would have yet another string to add to its marketing bow.

World Juice 102; David Berryman 103; Palatinit 104; Bolthouse 105; Aroma 106



Frutarom's new Citrazest flavours are highly stable and naturally enhance the flavour of fruit juices

Natural citrus flavours for juice

Natural orange and grapefruit flavours – soon to be followed by lime, lemon and tangerine - are now available for juice manufacturers from Frutarom following the company's developments in cold press and filtering technology.

Frutarom has taken the juice and peel oils from fruit juice production and further processed them using new methods of distillation, extraction and chromatography to create the new Citrazest generation of flavours. Created without the need for extensive heat treatment, which can cause thermal degradation of the citrus volatiles, Citrazest has an exceptionally fresh and refreshing taste profile that is 100% natural and 100% from the named fruit.

"Under normal conditions extraction can alter the flavour profile of citrus products because of the heat treatment involved," explained Wolfgang Ruhl, senior flavourist, Frutarom, at the launch of Citrazest at the World Juice conference. "Citrazest flavours are concentrated under a vacuum and using mechanical extraction, which gives a more natural flavour and protects the delicate volatiles."

Citrazest flavours, which are highly stable and of consistent quality, can then be added back to the fruit juice during processing (without any need for labelling) to impart the full flavour of the juice in the finished product.

Frutarom has added to its new Citrazest natural flavour concept for fruit juices with the development of Hyperpure. Using a complex system of micro-filtration, through which the citrus oil passes, Hyperpure can achieve a reduction of almost 100% in the contaminant concentration from agricultural residues to enhance the citrus flavour still further. Hyperpure accentuates the clean round citrus flavour profile of the fruit juice.

Frutarom, Switzerland 107