



**FREEZE-
DRY** SUPER
FOODS



HOW CONSUMERS ENGAGE WITH FOOD

Which trends are our target groups following? Which innovations offer genuine added value? How do we ensure our continued success despite the challenges we face?

We are fully aware of how today's demanding consumers evaluate and choose products. In particular, there is a growing importance attached to health benefits. The superfoods trend is a key area of focus.

Locally grown foods, such as kale and spinach, and foods from further afield, including avocado, are in high demand when it comes to maintaining health and enhancing wellbeing.

It is no coincidence that superfoods have been responsible for significant sales growth at German food retailers. One of the most notable periods was from 2014 to 2016, during which turnover increased from 1.5 million to 42.6 million.

THRIVE FREEZEDRY

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44 %

of consumers believe
superfoods can
improve health.

37 %

of consumers believe
superfoods can **boost the
immune system.**

33 %

of consumers eat
superfoods daily, several
times a week, or about
once a week.




34 %

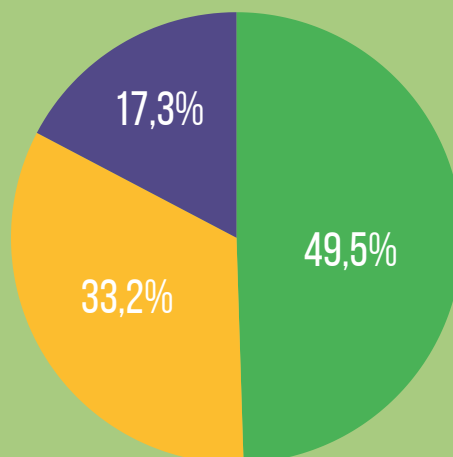
of consumers believe
superfoods can enhance
general wellbeing.



Likewise, consumer awareness is now acutely aware of the pricing of healthy food, as recent shopper studies have irrefutably demonstrated.

**I am willing to
pay more for
healthy food**
n=1341

-  strong agreement
-  medium agreement
-  low to no agreement



Sources: statista Superfood study; BfR Consumer Monitor 2020 | Special Superfoods



SUPERFOODS

LOCALLY GROWN AND EXOTIC BUNDLES OF GOODNESS

Locally grown superfoods such as kale, blueberries, etc. have long been popular with consumers, as well as featuring in our product range. We have recently expanded our range to include a wide range of more exotic superfoods from around

the world, such as acerola, avocado and spirulina, of them organic. They are available in a range of forms: // whole // pieces // as granules in a range of sizes // as a powder, either pure or for coating.

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OUR SUPERFOOD SELECTION

// Acai // Acerola // Green Asparagus // White Asparagus // Avocado // Banana
// Beetroot // Broccoli // Blackberry // Blackcurrant // Blueberry // Garlic // Ginger
// Kale // Raspberry // Spinach // Spirulina // Strawberry

APPLICATIONS

FOOD AND DRINKS

// Healthy Snacking // Yogurt // Cheese // Quark // Smoothies // Shakes // Tea
// Spice Blends // Soups // Stews // Dressings // Sauces // Confectionary
// Sports Nutrition // as a Coating

NUTRACEUTICALS

// Capsules // Liquids // Tablets // Powders // Granules
// Pills // Juices // Drinks // Extracts

DISCOVER THE ADVANTAGES OF FREEZE-DRIED SUPERFOODS

01 / LONG SHELF LIFE

With airtight packaging, freeze-dried ingredients can be kept for several years and retain their flavour. Simply stored without refrigeration.

02 / WITHOUT PRESERVATIVES

The pure natural product, without additives or preservatives - that's what freeze-drying makes possible, and so it fits in perfectly with natural food trends.

03 / NATURAL COLOURS

Thanks to the gentle and fast freeze-drying process, the natural colours are preserved as far as possible - or return when the ingredients are used.

04 / FULL AROMA

Freeze-drying preserves the flavour by gently evaporating the water. When the product comes into contact with moisture again, it unfolds its full aroma.



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OUR NEW SUPERFOOD PRODUCTS

A SELECTION OF OUR MORE EXOTIC INGREDIENTS



ACAI

Freeze-dried acai berries are a rich source of dietary fibre, vitamin E and a variety of other minerals. The berry is a natural antioxidant due to its anthocyanin content, which supports a healthy immune system. It is also a source of essential omega 6 and 9 fatty acids.

Freeze-dried acai berry powder is a high quality ingredient for a wide range of applications.

Applications

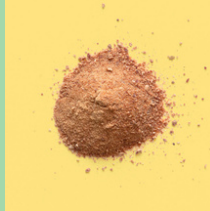
Smoothies, Dietary Supplements, Chocolate, Cereals, Bars, Yogurt

Cut Size

Powder

Quality

Organic



ACEROLA

The Acerola cherry is widely known for its exceptionally high vitamin C content, one of the highest of any fruit. It is full of nutrients and minerals that help to boost the immune system.

In addition to its nutritional benefits for the human body, acerola also has technological properties. It can be used as a natural dough improver in baking applications. The fruit acts as a natural antioxidant in fruit preparations and raw meats.

Freeze-dried acerola powder combines the best of a healthy and technically versatile ingredient, while preserving its rich nutrients through gentle freeze-drying.

Applications

Smoothies, Beverages, Dietary Supplement, Chocolate, Bars, Yogurt, Snacks, Confectionary // Dough Enhancing Agent: Baking, Antioxidant: Raw Meat, Fruit Preparations

Cut Size

Powder

Quality

Organic, 13% Vitamin C



AVOCADO

The avocado is currently one of the most popular superfoods globally.

The simple unsaturated fatty acids, folic and B vitamins in avocado have earned it the monikers "green gold" and "butter of the forest." One avocado provides a third of the daily fibre requirement.

Our freeze-dried avocado is shelf-stable without the need for additives or preservatives.

As a powder, it can be used in a wide range of applications to create new flavours.

Applications

Dips, Sauces, Smoothies, Chocolate, Cosmetics, Dietary Supplements

Cut Sizes

Powder, Drops

Quality

Conventional



SPIRULINA

The most well-known microalgae are a valuable source of protein and vitamin B12. Spirulina has the ability to bind heavy metals, which helps the body to detoxify. The vibrant green colour of our spray-dried spirulina powder can also be used as a natural colouring agent.

Applications

Dietary Supplements, Smoothies, Beverages

Cut Size

Powder

Quality

Organic



GINGER

Drinking ginger water has been shown to improve circulation, blood flow and digestion. The spiciness of ginger has been proven to stimulate circulation and digestion. Additionally, ginger has been used as a remedy for nausea and vomiting for many years.

Applications

Beverages, Tea, Spice Blends, Soups, Stews, Dietary Supplements

Cut Size

Powder

Quality

Conventional



We fuel life's important moments.

We have a strong understanding of global culinary trends, and as a leading provider of freeze-dried ingredients, we work closely with our clients in the international food and beverage industry to develop custom product concepts.

We are committed to offering innovative products that are sourced directly from the ground up.

What is the most effective way to achieve this? We are dedicated to listening to our customers' needs, we are passionate about food products from seed to table, and we have a keen understanding of the market.

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FREEZE-DRY FOODS and PARADIESFRUCHT are part of **THRIVE FREEZEDRY**, world leader in freeze-dry, with more than 2,600 employees at locations in Europe, the USA, Latin America, and Asia.

