

# BEVERAGES



## As a superfood, kiwifruit is rich in vitamins, minerals and antioxidants.

The mounting focus of consumers toward a healthier consumption of fruit and vegetables, and recent changes in our dietary habits, are key factors driving the evolution of the juice industry. A burgeoning convenience food segment in the emerging regions, and the increasing awareness about nutritional benefits of juices, is further boosting the consumption of packaged fruit juices globally.

### The Perfect Combination

Nutritionally, kiwifruit is packed full of vitamins, minerals and fibre, making it a superfood. Our kiwifruit puree is the perfect healthy, flavourful addition for a range of beverage products, and can make up to 80% of the formulation. Kiwifruit pairs well with apple, banana, citrus, coconut, cherry, berries mango and other tropical fruit. Our puree is used in pure and blended fruit juices and smoothies to create delicious, rich, refreshing beverages enjoyed by thirsty consumers in Australasia, Asia, Europe, the Middle East and North America.



Our commonly supplied frozen fresh 20kg cartons can be simply defrosted in a controlled environment and added to any blend. We also offer other sized packaging and supply this based on the beverage processor capability. Depending on the beverage processor capabilities, our puree can be processed into final products via pasteurisation, high pressure pasteurisation, or in a fresh chilled offering. More recent trends have seen our green purees added with kale or spirulina, not only offering a vibrant green colour, but also packing more nutritional punch to the final beverage. The gold purees are now commonly blended with tropical fruit, ensuring a great looking yellow / gold offering.

### Your Choice

As we supply both a seed-in or seed-out green and gold kiwifruit puree, beverage processors also have a choice to produce a final beverage that suit their clients that either prefer a smooth texture, or a more traditional seeded texture.

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### Enjoy the goodness of our quality purees in whatever beverage recipe you can create.

Check out our Resources and Product Profiles on our website ([www.kiwifruit.co.nz](http://www.kiwifruit.co.nz)) to learn more about this superfruit, the benefits and applications.



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