



Product
catalogue



dehidra

DEHIDRA – EXCELLENCE IN FREEZE-DRYING

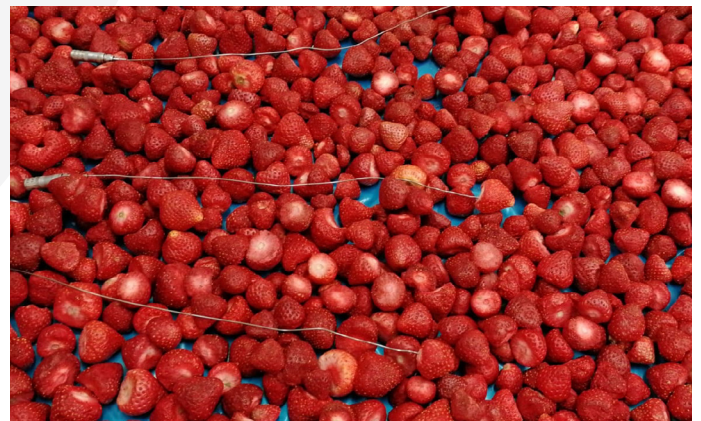
Established in 2015, part of DAO FAMILY group, Dehidra is the biggest freeze-dried food business in the Baltic States and one of the biggest in Northern Europe. Dehidra is running and developing a 60 hectares state-of-the-art growing and

processing facility with annual processing capacity of more than 400 tons per year and owns a separate 1-hectare R&D site.

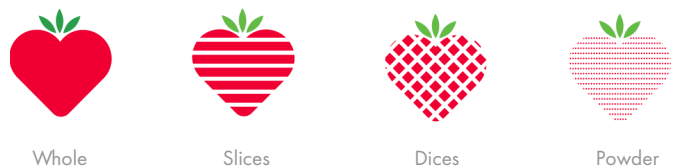


Vertical integration of growing and processing enables Dehidra to ensure complete traceability of its products. Dehidra strictly follows the Worldwide Standard for Good Agricultural Practices (GLOBAL G.A.P.) and Global Standards

for Food Safety (BRC and HACCP). Dehidra is licensed to manage food products and is audited by the European Food Safety Authority.



Dehidra focuses on fruit – strawberries, raspberries, apples and other – freeze drying and delivers the product in different forms required by retail and business customers – whole, slices, dices, pieces and powder. Top quality products of Dehidra are highly valued by the largest players in this food segment in the world.



FREEZE-DRIED FRUITS – A NUTRITIONAL POWERHOUSE

Strong trends of growing population, urbanization, rising income and generational shift positively impact the habits of healthy eating and snacking around the globe. Shoppers increasingly desire to consume tasty and healthy food, grown

and produced in a socially and environmentally friendly manner. Freeze-dried fruits are fully matching these trends due to their numerous qualities:



Excellent nutritional value:



freeze-dried fruits are preserved at the peak of their ripeness and nutritional content, whereas the fresh produce at grocery stores is often picked way before delivery date and ripens while travelling. Numerous scientific studies show that levels of antioxidants are several times greater in ripe fruits compared to underripe versions of the same fruit. Vitamins A and C start to break down fast in traditional dehydrators, while freeze-drying halts that degradation and keeps the vitamins intact. Preservatives such as sulphites are often added to dehydrated fruits while freeze-dried fruits contain no additives whatsoever.

Long shelf life:



packed in a quality packaging freeze-dried fruits can be stored for years without risk of spoilage and waste. Such food can be stored in any temperature, hence no need for cooling or heating storage premises. Lightweight packs are convenient for carrying nutritional snacks in the office, school, countryside trip or extreme environment.

Wide application:



freeze-dried fruits are well used together with breakfast cereals or oatmeal, in milkshakes and fruit drinks, bakery, dairy, chocolate products, healthy snack bars, or simply as a stand-alone snack. Freeze-dried fruits are especially loved by children and their mothers, because they provide a healthy alternative to the regular junk food or unhealthy snack bars. Freeze-dried fruits are also valued by seniors interested in lifestyle and eating habits extending their long and healthy life.

VALUE OF EXCELLENCE

In order to produce top quality freeze-dried fruits, significant investments into growing and production facilities are needed. In addition, operational expenses of producing truly healthy and tasty products are high. Therefore, many producers in the market look for ways to reduce the cost of production

by reducing various quality elements: using lower quality and cheaper fresh fruits, adding sugar (increasing weight), thermally pre-drying fruits before freeze-drying or even using microwaves to speed up the process.



High quality of products

Wide range of product quality means that freeze-dried fruits are divided into cheaper, lower quality commodity segment and premium segment, featured by qualities that are difficult to match for many regular producers: country of origin (EU), high natural sweetness (BRIX), traceability, place of production (EU), certification, calibration, non-burned product, perfect visual appearance, etc..



From the very foundation in 2015, Dehidra has designed its business in a way which is unmatched by any meaningful producer globally: Dehidra has vertically integrated its brand new growing and processing facilities and is able to sustainably produce freeze-dried fruits of astonishing quality matching the requirements of the most demanding clients. Both retail and business clients increasingly discover the value of

excellence in freeze-dried fruits: in B2B segment – a natural ingredient which boosts flavour and nutritional qualities of the product, in B2C segment – healthy, energy-boosting and trendy snack which is especially loved by children. Features such as smell, taste, colourful packaging give unforgettable experience and value for each customer.

PRODUCT LIST

Retail

| CODE | PRODUCT | PACKS / BOX | BOX PRICE | PACK PRICE | RRP 20% VAT | MARGIN |
|------|---|-------------|-----------|------------|-------------|--------|
| 1011 | Freeze-dried Strawberries – Whole 11 g | 70 x 11 g | € 70.00 | € 1.00 | € 1.49 | 25% |
| 1012 | Freeze-dried Strawberries – Whole 16 g | 60 x 16 g | € 90.00 | € 1.50 | € 2.29 | 28% |
| 1013 | Freeze-dried Strawberries – Slices 11 g | 70 x 11 g | € 70.00 | € 1.00 | € 1.49 | 25% |
| 1014 | Freeze-dried Strawberries – Slices 16 g | 60 x 16 g | € 90.00 | € 1.50 | € 2.29 | 28% |
| 1021 | Freeze-dried Raspberries 11 g | 70 x 11 g | € 70.00 | € 1.00 | € 1.49 | 25% |
| 1022 | Freeze-dried Raspberries 16 g | 60 x 16 g | € 90.00 | € 1.50 | € 2.29 | 28% |
| 1031 | Freeze-dried Apples – Slices 11 g | 70 x 11 g | € 70.00 | € 1.00 | € 1.49 | 25% |
| 1032 | Freeze-dried Apples – Slices 16 g | 60 x 16 g | € 90.00 | € 1.50 | € 2.29 | 28% |
| 1041 | Freeze-dried Blueberries 11 g | 70 x 11 g | € 70.00 | € 1.00 | € 1.49 | 25% |
| 1042 | Freeze-dried Blueberries 16 g | 60 x 16 g | € 90.00 | € 1.50 | € 2.29 | 28% |



Professional

| CODE | PRODUCT | PACKS / BOX | BOX PRICE | 1 KG PRICE | CUSTOM BOX SIZE | BULK BOX |
|------|--|-------------|-----------|------------|-----------------|----------|
| 2011 | Freeze-dried Strawberries – Whole 250 g | 4 x 250 g | € 50.00 | € 50.00 | 1 - 8 KG | 8 KG |
| 2012 | Freeze-dried Strawberries – Slices 250 g | 4 x 250 g | € 50.00 | € 50.00 | 1 - 8 KG | 8 KG |
| 2013 | Freeze-dried Strawberries – Dices 250 g | 4 x 250 g | € 50.00 | € 50.00 | 1 - 8 KG | 8 KG |
| 2014 | Freeze-dried Strawberries – Powder 50 g | 50 x 50 g | € 125.00 | € 50.00 | 1 - 15 KG | 15 KG |
| 2021 | Freeze-dried Raspberries – Whole 250 g | 4 x 250 g | € 50.00 | € 50.00 | 1 - 8 KG | 8 KG |
| 2022 | Freeze-dried Raspberries – Fractions 250 g | 4 x 250 g | € 50.00 | € 50.00 | 1 - 10 KG | 10 KG |
| 2023 | Freeze-dried Raspberries – Powder 50 g | 50 x 50 g | € 125.00 | € 50.00 | 1 - 15 KG | 15 KG |
| 2031 | Freeze-dried Apples – Slices 250 g | 4 x 250 g | € 45.00 | € 45.00 | 1 - 8 KG | 8 KG |
| 2032 | Freeze-dried Apples – Powder 50 g | 50 x 50 g | € 112.50 | € 45.00 | 1 - 15 KG | 15 KG |
| 2041 | Freeze dried Blueberries - Whole 250 g | 4 x 250 g | € 45.00 | € 45.00 | 1 - 10 KG | 8 KG |
| 2042 | Freeze dried Blueberries - Powder 50 g | 50 x 50 g | € 112.50 | € 45.00 | 1 - 10 KG | 15 KG |





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