



# LIKE FRUIT BUT WAY COOLER!

**FROZEN FRUITS  
FOR PROFESSIONALS**



# LET'S GET TO THE JUICY STUFF

ABOUT US .....	3
FRUIT DISCS .....	4
DECO FRUIT .....	6
FRUIT PUREES .....	8
FRUIT COULIS .....	12
SMOOTHIES .....	16
IQF RANGE .....	24

# FREEZED TO MEET YOU

From fields brimming with rich flavors, we harvest, process, and deliver our fruits to every corner of the globe. As a member of the International Food Group Agrana, Dira combines the strength of a world leader with the agility and dedication of a passionate team. We craft fruit solutions tailored to your business needs.

More than just a product, we offer our deep-rooted expertise, constant support, and a commitment to premium quality and innovation. Dive into our top-tier Dira frozen fruit solutions and let us continually inspire you.

## OUR COMMITMENT TO YOU

### FRUIT EXPERTISE

To us, a strawberry is not just a strawberry; its purpose defines it. We guide you in selecting the right frozen fruit from our extensive range, tailored to your unique needs.

### WE PICK FRUIT... THAT'S DIRA!

We are committed to providing fruit solutions to passionate food professionals around the world, allowing them to focus on enjoying their craft.

### QUALITY & TECHNOLOGY

Our advanced factories and rigorous testing of 175 parameters ensure the highest quality. Through vertical integration, certified suppliers, and continuous quality checks, we guarantee full transparency about ingredient origins. We prioritize quality so you can deliver the best to your business.

### INNOVATION

Innovation is in our DNA. From fruit to culinary trends and technology, we stay ahead of the curve. By collaborating with visionary chefs and testing new flavors, we create exciting possibilities in the culinary world. Whether face-to-face or digitally, we are dedicated to building lasting connections with you.



# FRUIT DISCS

**HIGH QUALITY  
FRUIT CREATIONS**



**01. RASPBERRY  
ROUND DISCS**

Small 7cm | 433853



**02. APPLE STICKS  
ROUND DISCS**

Small 7cm | 433851



**03. APPLE  
ROUND DISCS**

Large 19cm | 433823



**05. STRAWBERRY  
ROUND DISCS**

Large 19cm | 434698

**COST EFFICIENT, NO WASTE**

**PERFECTLY LOOKING FRUIT**

**100% NATURAL & HEALTHY**

The bakery sector's demand for higher efficiency has led to the development of Dira fruit discs. Available in standard sizes, these fruit discs save a significant amount of time without compromising on quality.

Gone are the hours spent cleaning, cutting, and arranging fruit. Simply choose a frozen fruit disc, place it on your pie base, and it's ready to go. Enjoy consistently high-quality fruit that is easy to use and available year-round.





# DECO FRUIT

## FINEST FRUIT DECORATIONS



### COATED STRAWBERRIES

- Halves 35+mm | 658104
- 1/4 | 658101
- Halves 30-35mm | 658103
- Cubes 10x10mm | 658102

- 100% NATURAL
- LESS THAN 1% JUICE LOSS
- PERFECT RIPENESS

The freshly harvested qualitative strawberries are covered with a thin layer of 100% natural ingredients, including vegetable fibers and starch.

With our coated strawberries, juice loss is significantly reduced to less than 1%, which eliminates the concern for soggy pies.

Harvested at the ideal point of ripeness and carefully frozen within 24 hours. We ensure the fruit maintains its perfect natural color and taste.





# FRUIT PUREES

AVAILABLE IN  
20+ VARIATIONS



100% NATURAL

PERFECT RIPENESS

NO ADDED SUGAR PUREES ALSO AVAILABLE

CONVENIENT NEW PACKAGING

Our fruit puree ingredients are delicately processed at low temperatures. With only a gentle thermal touch, their authentic taste and vibrant hue are preserved — no artificial additives, no preservatives — just 100% natural.

Regular testing ensures our purees maintain superior taste, color, and consistency for your masterpieces. DIRA continually refines, innovates, and adapts to the ever-evolving trends in your business. Our premium purees deliver consistent taste and color, making them perfect for ice cream, pastries, and exquisite dessert creations. We also offer purees with no added sugars, made from 100% fruit.





# FRUIT PUREES



**01. RASPBERRY**

1kg | 659001  
10kg | 659000



**02. PASSION  
FRUIT**

1kg | 659957  
10kg | 659950



**03. STRAWBERRY**

1kg | 659236  
10kg | 659300



**05. WILD  
BLUEBERRY**

1kg | 659635  
10kg | 659630

NO  
ADDED  
SUGAR



**04. MANGO**

1kg | 659910  
10kg | 659905



**08. MANDARIN**

1kg | 659891



**10. LEMON**

1kg | 659855



**13. BANANA**

1kg | 659924  
10kg | 659500



**06. BLACK  
CURRANT**

1kg | 659685  
10kg | 659680



**07. PINEAPPLE**

1kg | 659764  
10kg | 659760



**09. SENG  
STRAWBERRY**

1kg | 659331  
10kg | 659037\* | 659034\*\*



**11. COCONUT**

1kg | 659976  
10kg | 659920



**12. FRUITS OF  
THE FOREST**

1kg | 659981  
10kg | 659980



**15. APRICOT**

1kg | 659484  
10kg | 659480



**14. LIME**

1kg | 659841



**22. CACAO  
FRUIT**

1kg | 659886



**23. RASPBERRY**

1kg | 659002  
10kg | 659004



**24. STRAWBERRY**

1kg | 659231  
10kg | 659325



**25. WILD  
BLUEBERRY**

1kg | 659632



**26. FRUITS  
OF THE FOREST**

1kg | 659982



**16. PEACH**

1kg | 659814



**17. SOUR  
CHERRY**

1kg | 659204



**18. BLACKBERRY**

1kg | 659544



**19. PEAR**

1kg | 659795  
10kg | 659780



**20. MELON**

1kg | 658434  
10kg | 659430

\*without seeds  
\*\* with seeds



**27. BLACK  
CURRANT**

1kg | 659682



**28. COCONUT**

1kg | 659972



**29. PASSION  
FRUIT**

1kg | 659952  
10kg | 659053



# FRUIT COULIS

**DIRECT USE  
FRUIT COULIS**



**100% NATURAL**

**SMOOTH TEXTURE**

**EASY TO USE**

DIRA fruit coulis contain a high fruit composition of up to 86%, delivering a 100% natural taste and color. Their smooth texture and perfect viscosity make them ideal for decorating your ice cream and desserts.

Packaged in a 500g ergonomic, user-friendly squeeze bottle, it ensures efficient application, making your culinary tasks quick and precise. Fruit coulis is a true asset in the kitchen of any culinary dessert enthusiast and can even add a surprisingly fresh and fruity note to savory dishes.





# FRUIT COULIS



**01. STRAWBERRY,  
RED & BLACK CURRANT**  
500gr | 659252



**02. FRUITS  
OF THE FOREST**  
500gr | 658941



**03. RASPBERRY**  
500gr | 659257



**04. YELLOW  
FRUITS**  
500gr | 658946



**05. SENG  
STRAWBERRY**  
500gr | 659253





# SMOOTHIES

**DELICIOUS FRUIT  
COMBINATIONS**



**READY MADE FRUIT MIXES**

**CONSISTENT FLAVOR**

**NUTRIENT RICH**

Frozen fruits are the perfect base for creating delicious and refreshing smoothie combinations. With Dira's ready-made fruit mixes for smoothies, making smoothie creations has never been easier.

Packaged in convenient 150g portions, they are ready to be mixed with milk or juice!





# SMOOTHIES



**01. GOLDEN SUNRISE**  
Papaya, Mango  
& Pineapple  
659327



**02. BERRY BURGUNDY**  
Strawberry, Raspberry  
& Blackberry  
659322



**03. CORAL CRUSH**  
Strawberry  
& Mango  
659324



**04. PINK BLUSH**  
Strawberry  
& Banana  
659321



**05. PERIDOT SQUASH**  
Mango, Melon,  
Pineapple & Kiwi  
659323



**06. GLOWING RUBY**  
Mango  
& Raspberry  
659320



**07. VIOLET BURST**  
Banana, Pineapple,  
Blackberry & Blueberry  
659090



**08. PEACH BLOSSOM**  
Strawberry, Banana  
& Peach  
659091



**09. PINA COLADA**  
Pineapple, Banana  
& Coconut  
659328





# SUPER SMOOTHIES

**NUTRIENT-RICH FRUIT  
COMBINATIONS**



**100% NATURAL**

**FAST & EFFORTLESS**

**CONSISTENT QUALITY, EVERY TIME**

Our Super Smoothies are a powerful blend of 100% natural fruits, flash-frozen at peak ripeness to lock in flavor and nutrients. No prep, no mess — just pour, blend, and enjoy. Packed with vitamins and antioxidants, they support your body and immune system while delivering consistent taste and convenience every time.

The latest health trend loved by wellness enthusiasts is here!





# SUPER SMOOTHIES



**10. RED POWER**  
Strawberry, Pomegranate,  
Black Currant & Apple  
659337



**11. ZEN GREEN**  
Green Apple, Green Kiwi,  
Avocado, Spinach & Mint  
434685



**12. PURPLE DETOX**  
Strawberry, Mango,  
Blueberry & Açai  
434684



**13. IMMUNITY YELLOW**  
Peach,  
Passion Fruit & Mango  
435662



**14. BLUE VITALITY**  
Pineapple, Peach, Banana,  
Coconut Milk & Blue Spirulina  
434683





# IQF RANGE

## INDIVIDUAL QUICK FROZEN FRUIT



CONVENIENT SOLUTION

IDEAL COMPOSITION

PERFECT RIPENESS

For optimal taste and freshness, the fruit is quickly frozen after harvest using IQF technology. This method ensures non-sticky fruit, facilitates easy portioning, and preserves vitamins and nutrients. It's the perfect solution for fresh fruit used in both fillings and decorations.

Choose from a wide variety of flavor options, including blueberry, apple, cherry, and more, available year-round. These fruits are offered in 1 kg and 2.5 kg bags, either as a single type or in mixed varieties, for your convenience.





IQF  
RANGE

MONO



04. STRAWBERRY

1kg | 658313  
2.5kg | 658312



05. APPLE  
CUBES

2.5kg | 658572



06. RASPBERRY  
90% WHOLE

1kg | 658013  
2.5kg | 658012



08. RED  
RHUBARB

1kg | 658623  
2.5kg | 658622



21. PINEAPPLE  
TIDBITS

2.5kg | 658772



22. CRANBERRY

1kg | 658523



23. RASPBERRY  
80% WHOLE

2.5kg | 658017



24. APRICOT  
HALVES

1kg | 658483  
2.5kg | 658493



26. SOUR  
CHERRY

1kg | 658213  
2.5kg | 658212



27. WILD  
LINGONBERRY

2.5kg | 658511



09. WILD  
BLUEBERRY

1kg | 658633  
2.5kg | 658652



10. SENG  
STRAWBERRY

2.5kg | 658321



11. APPLE  
SEGMENTS

2.5kg | 658542



12. MANGO  
CHUNKS

1kg | 658898  
2.5kg | 658902



13. RASPBERRY  
CRUMBLE

2.5kg | 658062



14. PINEAPPLE  
CHUNKS

1kg | 658775



NEW

29. AVOCADO  
CUBES

1kg | 437970

MIX



15. BLACK  
CURRANT

1kg | 658683  
2.5kg | 658682



16. GOOSEBERRY

2.5kg | 658142



17. BLACKBERRY

1kg | 658733  
2.5kg | 658732



18. RED  
CURRANT

1kg | 658393  
2.5kg | 658392



19. BLUEBERRY

2.5kg | 658662



20. QUETCHE  
PLUM HALVES

1kg | 658183  
2.5kg | 658182



30. RED  
FRUIT MIX

1kg | 658900



31. ACAPULCO  
FRUIT MIX

1kg | 658873



32. FRUITS  
OF THE FOREST

2.5kg | 658932



34. FRUITS OF THE FOREST  
WITH SENG  
STRAWBERRY

1kg | 658963  
2.5kg | 658884



35. EXOTIC  
FRUIT MIX

1kg | 658983  
2.5kg | 658986



36. ORCHARD  
FRUIT SALAD

1kg | 658414





**WANT  
TO  
KNOW  
MORE?**



**Dira<sup>®</sup>**  
FRUIT SOLUTIONS

+32 (0) 13 55 27 01

[info@dirafrost.be](mailto:info@dirafrost.be)

Klaverbladstraat 11

3560 Lummen, Belgium

[dirafruitsolutions.com](http://dirafruitsolutions.com)