



# FREEZE- DRY SUPER FOODS

- // 100% natural
- // plant-based
- // on trend





## HOW WE EXPERIENCE FOOD

Which trends are our target groups following? Which innovations add real value? And how do we manage to be and stay successful despite all the challenges we face?

We know how today's demanding consumers evaluate and choose products. Health benefits in particular are becoming ever more important. Superfoods are a key trend in this area.

Locally grown foods, like kale and spinach, and foods from further afield, like avocado, are much in demand when it comes to looking after your health and boosting your wellbeing.

It's not for nothing that superfoods have been responsible for booming sales at German food retailers. One of the biggest developments was from 2014 to 2016: Turnover increased from 1.5 million to 42.6 million.

### FREEZE-DRY FOODS

The experts for high-quality dried ingredients





**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.**

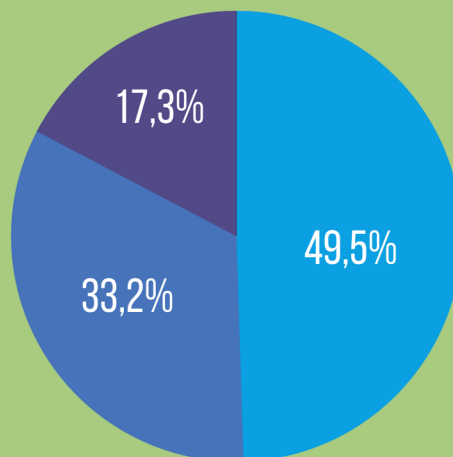


Likewise, consumer awareness has become more sensitive to the pricing of healthy food, as recent shopper studies have shown.




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

-  strong agreement
-  medium agreement
-  low to no agreement







## EFFECTIVE NATURAL INGREDIENTS FOR A HEALTHY AND NUTRITIOUS DIET

Superfoods are natural foods which are considered to have very high levels of nutrients.

Consumer awareness of phytochemicals such as vitamins, minerals, dietary fibre and antioxidants is high.

They associate superfoods with a balanced diet that is high in nutrients and actively supports a mindful lifestyle.

"A varied, balanced diet is still generally the best foundation for staying healthy. This can be supported equally well by eating imported superfoods or locally grown fruit and vegetables."

BfR Consumer Monitor 2020,  
Special Superfoods



# SUPERFOODS

## LOCALLY GROWN AND EXOTIC BUNDLES OF GOODNESS

Locally grown superfoods such as kale, blueberries, etc. have long featured on consumers' shopping lists, as well as 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, most of them organic.

They are available in a range of forms  
// whole  
// as granules in a range of sizes  
// as a powder, either pure or for coating

## OUR SUPERFOOD SELECTION

// Acai // Acerola // Green Asparagus // White Asparagus // Avocado // Banana // Beetroot  
// Broccoli // Blackberries // Blackcurrants // Blueberries // Garlic // Ginger // Kale  
// Raspberry // Spinach // Spirulina // Strawberries

Whether you like your ingredients whole, finely ground, or chopped into any of a range of sizes, superfoods can help your products stand out from the crowd. Possible applications include:

### Food and drinks

// Healthy Snacking // Yoghurt // Cheese // Quark // Smoothies // Shakes // Tea // Spice mixes  
// 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.







# OUR NEW SUPERFOOD PRODUCTS

## A SELECTION OF OUR MORE EXOTIC INGREDIENTS



### // ACAÍ

Acaí Berries are rich in fiber, Vitamin E and various other minerals. The berry serves as a natural antioxidant, due to the presence of anthocyanins, which support a healthy immune system. It also contains the essential fatty acids Omega 6 and 9.

Acaí Berry Powder serves as a high-quality ingredient to a wide range of applications.

#### Applications

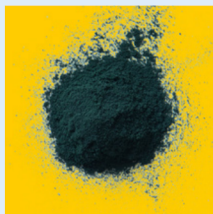
Smoothies, Dietary Supplements, Chocolate, Cereals, Bars, Yoghurts

#### Cut sizes

Powder

#### Quality

Organic



### // SPIRULINA

The best known microalgae, considered a good source of protein and vitamin B12. Spirulina binds heavy metals, helping the body to detox. The rich green colour of our spray-dried spirulina powder can also serve as a natural colouring agent.

#### Applications

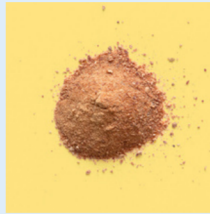
Dietary Supplements, Smoothies, Beverages

#### Cut Sizes

Powder

#### Quality

Organic



### // ACEROLA

The Acerola Cherry is widely famous for its exceptionally high content of Vitamin C, which is one of the highest among all fruits. It is full of nutrients and minerals that help to boost the immune system.

Besides nutritional benefits for the human body, Acerola does have technological properties. It can be used as a natural dough enhancing agent in baking applications. The fruit serves as a natural antioxidant in fruit preparations and raw meats.

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, Yogurts, Snacks, Confectionary // Dough Enhancing Agent: Baking Antioxidant: Raw Meat, Fruit Preparations

#### Cut sizes

Powder

#### Quality

Organic, 13% Vitamin C



### // AVOCADO

Avocado is one of the most trending superfoods worldwide.

With simple unsaturated fatty acids, folic and B vitamins, it's not for nothing that avocado is known as "green gold" or "butter of the forest". One avocado gives you a third of your daily fibre requirement.

Our freeze-dried Avocado is shelf-stable without the need of any additives of preservatives.

As powder it is easily 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



### // GINGER

Ginger water gets the circulation, blood flow and digestion going. Thanks to its healthy spiciness, ginger stimulates the circulation and digestion. Ginger is also a tried and tested remedy for nausea and vomiting.

#### Applications

In water, in tea, Spice mixes, Soups, stews

#### Cut sizes

Powder

#### Quality

Conventional





Freeze-Dry Foods

With our knowledge of culinary trends around the world, as a specialist in high quality dried ingredients, we develop tailor-made product concepts for the international food and beverage industry.

We provide innovative products straight from the source. How do we do that? With an always open ear for the needs of our customers, our enthusiasm for food products from sowing to harvest and a keen sense for the market.

#### FREEZE-DRY FOODS

Am Eggenkamp 8-10  
48268 Greven  
Germany

+49 2571 507-0

info@freeze-dry-foods.com  
www.freeze-dry-foods.com/en



FREEZE-DRY FOODS is part of the globally active GRONEWEG GROUP with over 700 employees at locations in Europe, the USA, Latin America and Asia.

