

CRAN BURST

TM
MC

Tasty
fruit blends

Fruit dOr





Deliciously flavored with ripe strawberry, raspberry, cherry or blueberry aromas, our CranBurst™ berries are a perfect blend of plump, juicy dried cranberries and fresh fruit flavors.





The natural way to flavorful creation

CranBurst™ is a 100% natural ingredient that provides an alternative to difficult-to-source fruits by mimicking their unique flavors. Our new range creates a **delightful burst of flavor in every mouthful.**

Cranburst™ benefits

- Clean label
- Non-GMO ingredients
- 24 months shelf life

NO ADDED PRESERVATIVES

NO ADDED COLOR

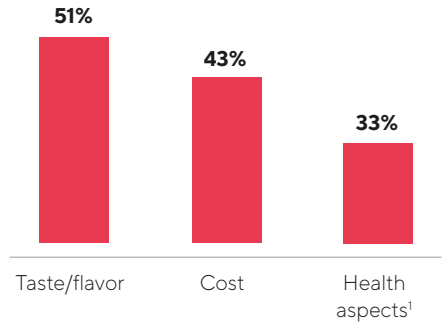
Simply from the fruit



We offer what consumers crave.

51% of consumers declare that “Taste & Flavors” influence their purchasing decision when buying cereal and energy bars.¹

Furthermore, aside from price, the third attribute is the “Health aspects”, with 33% of respondents highlighting its importance¹. CranBurst™ is an excellent alternative for adding flavor to your creations, offering rich taste while being packed with antioxidants.

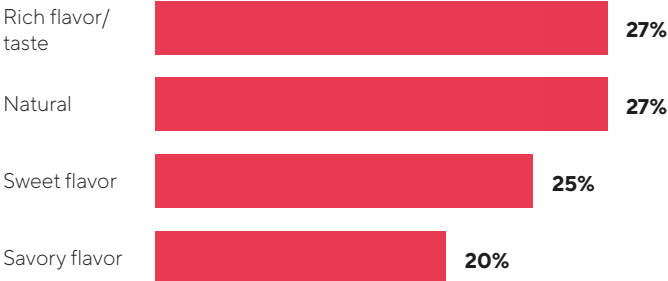


¹ Innova Category Survey 2024

In 2024, consumer interest in cranberries continues to rise, driven by a growing awareness of their health benefits, with a compound annual growth rate (CAGR) of 4.3%. This growth is fueled by a heightened awareness of health benefits, and the rising demand for natural products.²

Richness of flavor and naturalness is not to compromise.

Which attributes would you not be willing to compromise to have a healthier snack?³



² Mordor Intelligence

³ Innova Snacking & Healthy Snacking Survey 2024 (Europe)

A perfect marriage of fresh strawberry, raspberry, cherry or blueberry flavors with **our plump juicy cranberries!**



CranBurst™
Strawberry flavored
10A11001



CranBurst™
Cherry flavored
10A11004



CranBurst™
Raspberry flavored
10A11002



CranBurst™
Blueberry flavored
10A11031

Cultivating what's real

Our cranberries are the very best out there, and that's because of how carefully we handle them—from field to finished products.

The state-of-the-art process we use preserves every bit of the goodness and texture of the fruit, and as a company committed to sustainability, we believe that these two important elements truly boost the quality of our fruit.



Tasty sliced dried cranberries

FOR VARIOUS APPLICATIONS

With a 24-month shelf life, CranBurst™ is perfect for snacking products, trail mix, cereals, confectioneries, and bars. Here's a bit of inspiration to help shape your next innovation.

INSPIRATION

RASPBERRY FLAVOR TRAIL MIX

A successful trail mix is built on a mix of textures, flavors, and colors. This trail mix contrasts the sweet and tart Raspberry flavored Cranburst™ with fatty cashews and salty roasted chickpeas and pumpkin seeds.





INSPIRATION

CHERRY & COCONUT MENDIANT

Chocolate mendiants are a traditional French holiday treat. Cherry's warming, spicy notes pair terrifically with the tropical notes of coconut and the pleasant bitterness of dark chocolate.

INSPIRATION

MULTIGRAIN BLUEBERRY CEREALS

Our Blueberry flavored Cranburst™, combined with dried blueberries, sunflower seeds, flax, and oats, delivers a more intense and layered blueberry flavor than blueberries used alone. Cranburst™ is suitable for cold cereal and granola preparations.





Cultivating what's real

It's the simple everyday things that make our berries so tasty, healthy, and give them the perfect texture. Each parcel of land we farm with care and respect. Each weed we pull by hand. Each extra day we wait to ensure crops are harvested at peak ripeness. Each minute saved between field and freezer. Each unwanted substance detected and eliminated. And each delicious bite our customers enjoy.

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