

Three glasses of cranberry juice are shown in a vertical stack on the left side of the image. The top glass contains ice cubes and juice. The middle glass is filled with juice and has a layer of bubbles on top. The bottom glass is also filled with juice. A large splash of juice is visible in the center of the image, extending from the middle glass towards the right. The background is a solid dark red color.

CRANBERRY UNLEASHED

The Beverage Innovation Playbook

A single cranberry is shown on the right side of the image, sliced horizontally to reveal its internal structure, including the seeds and the fleshy part of the fruit.

FruitdOr™

Designing *with cranberry*

Cranberry is more than tart.
More than color.
More than tradition.

It brings structure to sweetness.
It sharpens flavor.
It deepens visual impact.

Recognizable. Versatile. Functional.

Cranberry isn't just an inclusion.
It's a foundation for beverage innovation.



Juices Innovation is Driven by *Consumers Health-Focused Choices*

The beverage market is shifting toward functional drinks, driven by growing interest in digestive health, immune support, hydration, and sustained energy.

Consumers are looking for the sweet spot: beverages that combine great taste, nutrition, and functionality.

- ◆ Low and no added sugar beverages are gaining popularity, often formulated with added fiber or naturally sourced ingredients.
- ◆ While some consumers are eager to try bold innovations, others prefer trusted favorites. This creates an ideal playground for unique and exciting flavor combinations.



57%

of European consumers say

product quality is the most important factor

when selecting food and beverage brands.¹

46%

of consumers in Europe say

low/no/reduced sugar claims influence their purchasing decision

when buying juices, juice drinks & smoothies.¹

Why *Cranberry?*

The Power of Deep Red

Cranberry delivers more than taste it delivers visual intensity. Its deep red tones bring authenticity and richness to beverages, offering a compelling alternative to artificial dyes.



Built for Balance

Cranberry's natural tartness does more than add brightness it creates structure. Like a squeeze of lemon in iced tea, cranberry sharpens sweetness, enhances perception, and allows formulators to dial back sugar without sacrificing flavor impact.

Simplicity Consumers Trust

Cranberry offers natural acidity, natural color, and a recognizable fruit identity all in one ingredient. Consumers understand cranberry. They trust it. And that trust translates into stronger shelf appeal.



A Fruit with Health Equity

Cranberries are widely recognized for their antioxidant content and wellness associations. This strong health halo reinforces their place in better-for-you beverages.

Trend-driven flavor territories

with cranberry

Cranberries are a versatile canvas for flavor innovation. Explore bold fruit fusions and savory pairings that showcase cranberry's creative potential in today's trend-driven market.

60%

of indulgent beverage launches

tracked a new
experience claim²

(Global, YoY 2024 vs. 2025)



Sweet-Spicy *Swicy*

FLAVOR CONCEPTS

*Cranberry +
Jalapeño + Lime*
Cranberry + Chili

The sweet-spicy (“swicy”) profile remains a major driver of flavor innovation in 2026. NPD data highlights strong momentum, with a 43.93% CAGR between 2021 and 2025³, while still offering significant innovation potential in the beverage category.

Natural support for sweet-heat balance

Cranberry juice naturally helps modulate heat perception thanks to its intrinsic acidity, which:

- ◆ *softens the intensity of heat on the palate;*
- ◆ *reduces the sharp peaks typically associated with chili and pepper notes.*



Hydration & Wellness

FLAVOR CONCEPTS

Cranberry + Coconut Water + Lime
Cranberry + Coconut Water + Pineapple

Driven by demand for healthier beverages, cranberry supports both wellness positioning and sugar reduction. Combined with coconut water, it creates refreshing, clean-label juice blends with enhanced nutritional appeal.

Strong compatibility with hydration-focused beverage concepts

Cranberry offers a unique advantage thanks to its bright fruit profile and refreshing acidity, which:

- ◆ *creates a balanced taste profile by complementing the naturally mild sweetness of coconut water;*
- ◆ *combines the antioxidant perception of cranberry with the natural hydration and electrolyte image of coconut water;*
- ◆ *helps deliver a premium «better-for-you» positioning without relying on artificial sweeteners or flavor maskers.*



Floral & *Herbaceous*

FLAVOR CONCEPTS

*Cranberry + Lavender +
Lemon Balm*

Cranberry + Basil + Lime

Floral-forward profiles are among the fastest-growing taste territories, signaling a clear shift from novelty toward mainstream adoption.

Balanced acidity–bitterness without over-acidification

Unlike citrus-only bases, cranberry delivers a more controlled acid–bitter balance by:

- ◆ *achieving target pH levels without harshness;*
- ◆ *reducing the perceived bitterness of botanical and herbal extracts;*
- ◆ *offering greater sensory precision during R&D optimization and fine-tuning.*



67%

of Gen Z consumers
want more floral-flavored
food and beverage
products (food &
beverages).⁴

Botanical & Functional

FLAVOR CONCEPTS

Cranberry + Matcha + Ginger

*Cranberry + Ashwagandha +
Turmeric*

About 40% of global consumers are willing to pay a premium for clean, botanical-based functional drinks. In parallel, over 50% are replacing carbonated beverages with botanical infusions for better health and wellness.⁵

Amplification of antioxidant and wellness positioning

Naturally rich in polyphenols and antioxidants, cranberry brings a strong “health halo” that elevates overall wellness perception. It:

- ◆ *harmonizes the functional benefits of botanicals such as ashwagandha and turmeric;*
- ◆ *supports a premium functional positioning while maintaining a pleasant, approachable taste profile;*
- ◆ *drives differentiation in the wellness beverage space through a clean-label, naturally functional profile.*



References

- ¹ Innova Market Insights. Overview in Juice and Juice Drink in Europe. 2025
- ² Innova Market Research. Top Global Trends 2026 in Beverages - Jan 2026.
- ³ Innova Market Insight. New Product Data - All Categories - Flavors: Hot & Spicy - Global - Last 5 years. 2026
- ⁴ IFT. Outlook 2026: Flavor Trends. 2025
- ⁵ Global Growth Insights. Botanical infused drink market size, share, growth, and industry analysis, by types (Non-alcoholic Beverages, Alcoholic Beverages), applications (Hypermarkets, Speciality Stores, Convenience Stores, Online Retail, Others) and regional insights and forecast to 2035. 2026



Let's partner to create
your next beverage innovation

Contact Fruit d'Or today

FruitdOr™

fruitdor.com
info@fruitdor.com
819 385-1126