

## **MEDIA RELEASE:**

06 September 2013

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### **JAHNCKE GROUP CELEBRATES 130 YEARS OF FRUIT INNOVATION WITH NEW PARADISE FRUITS PRODUCT LAUNCHES AT FIE**

*Hall 8, stand F33 Food Ingredients Europe, Messe Frankfurt, Germany, 19 – 21 November 2013*

Marking 130 years of fruit processing and ingredient innovation, leading European fruit ingredient and snack experts Paradise Fruits (Paradies Früchte) and Paradise Fruits – Freeze Dried (Paradies Frucht) of the Jahncke Group, will launch two new products at FiE 2013. The show will be the European debut for Fruit Juice Drops featuring up to 80% fruit, and Freeze Dried Smoothie Bites made from blends of fruit and yoghurt without added sugar.

“These latest innovations are the most significant new product introductions the company has launched in recent years. Booming consumer demand for exciting fruit ingredients and snacks, and our customers’ ongoing search for outstanding quality and service were the drivers behind our extended European production base. The new capability will help us meet and exceed expectations for years to come,” says Kurt Jahncke, CEO.

#### **80% fruit, 100% delicious**

Fruit Juice Drops from Paradise Fruits were initially developed for the American market, but demand has rocketed in Europe, stimulating the opening of an additional production line at Paradise Fruit’s facility in northern Germany. Using a state-of-the-art low temperature concentration process, Paradise Fruits transforms fruit purees and juices into real fruit ingredients that are clean label, vegetarian, halal, kosher-certified and free from GMOs, preservatives, artificial colours and flavours, High Fructose Corn Syrup, fats, gels and waxes. Fruit Juice Drops are available in three sizes and various flavours including strawberry, lemon, raspberry, apple, acai, banana and blueberry. As inclusions or decorations in bakery, chocolate, snack and cereal bar applications, Fruit Juice Drops create a soft, jammy fruit spot with an intense, fresh and natural fruit flavour. They can also be eaten as a snack or enrobed with chocolate or yoghurt coatings to create indulgent treats.

### **Freeze dried freshness**

Smoothee Bites are the latest innovation from the Paradise Fruits – Freeze Dried. Extending its capability and expertise from high-end whole fruits and powders to added-value custom product solutions differentiates the company in a highly competitive market. Blends of fruits and yoghurts (with or without sugar) are combined to create unique formed shapes that are dried using state-of-the-art freeze-drying technology. The resulting Smoothee Bites are delicious, nutritious and smooth fruit flavour sensations that almost melt in the mouth after every crunchy bite. With all natural ingredients and up to 99% fruit, this new product presents exciting opportunities in a range of applications.

### **A tradition of innovation since 1883**

“To be announcing these developments at the same time as our 130<sup>th</sup> anniversary is an incredibly positive time for our business,” continues Jahncke. “We are delighted to mark this special occasion at FiE 2013 and we look forward to presenting the company in a fresh way that reflects our tradition of innovation and commitment to developing high quality fruit solutions for our customers for the future.”

For information and advice on how Paradise Fruits and Paradise Fruits – Freeze Dried can deliver innovation to your food products, visit stand F33 in hall 8 at FiE 2013 in Frankfurt.

**ENDS**

### **Editor’s notes:**

*Images are available on request.*

The Jahncke Group of companies includes:

Paradise Fruits (Paradies Früchte) was established in 1986 in northern Germany as part of the fifth generation Jahncke family group of companies. Drawing on a heritage of 130 years, the company has a deserved reputation for quality, innovation and passion for the food industry. Today it specialises in the design and delivery of innovative, high quality fruit ingredients: low water activity, bake-stable shapes, drops, granulates and pastes. Paradise Fruits is a trusted partner to leading food manufacturers and retailers worldwide.

Paradise Fruits - Freeze Dried (Paradies Frucht) offers a range of premium freeze dried fruit and speciality items from powders and pieces through to whole fruits and blended fruit-based products made using state-of-the-art freeze drying technology. The team of experienced buyers source primarily European raw materials and, like its sister company Paradise Fruits, has established a strong reputation for quality, service and innovation in Europe. Paradise Fruits - Freeze Dried also offers contract drying services.

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