

## **MEDIA RELEASE**

JANUARY 2014

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### **PARADISE FRUITS SPEARHEADS GLOBAL FRUIT SNACKING GROWTH AT BIOFACH 2014, NUREMBURG**

*Stand 7-619, 12-15 February 2014*

World-leading German companies Paradise Fruits Solutions and Paradise Fruits Freeze-Dried (Paradiesfrucht) have a clear vision to be the global partner of choice for fruit ingredients and snack solutions – but to achieve this the business knows that it must stay ahead of market trends and be able to anticipate the next phase of consumer habits and motivations.

At BIOFACH 2014 in Nuremberg Germany, the world's leading organic trade show, Paradise Fruits Freeze-Dried and Solutions companies will showcase their full range of innovative, high quality organic fruit ingredients to Germany and wider international markets. The companies which operate under the "Paradise Fruits" umbrella will demonstrate how its top quality products have a number of applications, ranging from bakery, cereals and snack bars to chocolate and tea. But it's the fruit snacking developments which is the exciting news, demonstrating Paradise Fruits' unparalleled ability to meet the fastest growing demand trend at exactly the right time, using cutting-edge innovation.

Latest global market research analysis shows that fruit snacks are buoyed by the continuing trend for health and wellness foods and are among the best-performing categories in sweet and savoury snacks, with an average global value growth of 5%, compared to chips/crisps at 3% and extruded snacks at 4%<sup>1</sup>. Moreover, head of the list of the top 12 trends for food, nutrition and health, as reported by [nutraingredients.com](http://www.nutraingredients.com) in December 2013, is 'nutritionally functional' foods, with snacking at number six<sup>2</sup>.

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<sup>1</sup> Euromonitor Global Packaged Food Report

<sup>2</sup> <http://www.nutraingredients.com/Consumer-Trends/Top-12-trends-for-food-nutrition-and-health>

The global organic food market is expected to grow to 104.7 billion US\$ by 2015 at an estimated CAGR of 12.9%. Europe has the largest market share with revenues of \$28 billion, which underpins the significance of BIOFACH.<sup>3</sup>

The Paradise Fruits range includes three new highly innovative fruit snack organic launches. From Paradise Fruits Solutions is **Pure Fruit Shapes**, a product which the company says is revolutionising the fruit snacking market. Because of its high fruit content, 'portion of fruit' claims are possible, which offers an exciting prospect for brand owners, enabling niche market segmentation and the development of genuine product USPs. Also in the Solutions range is **Pure Fruit Juice Drops**, a new unique drop-shaped fruit product that can be eaten on its own as a fruit snack or included in applications such as healthy baking, breakfast cereals, snack bars, trail mixes or confectionery.

New from the Paradise Fruits Freeze-Dried range is the uniquely shaped **Smoothie Bites**, designed as a nutritious natural fruit snack. Smoothie Bites can be made from 100% fruit, or in combination with different ingredients such as vegetables, yoghurt, milk and coffee. The crunchy melt-in-the-mouth texture is delicious and fresh, and with their natural nutrient retention, they are a healthy snack for all ages.

Paradise Fruits Freeze-Dried and Paradise Fruits Solutions have been owned and managed in the Hanseatic region of Northern Germany by five generations of the Jahncke family, of whom Kurt Jahncke is the current CEO. He explains: "Our mission is to work together with our business partners to draw from our 130 year heritage, build our expertise and look to the future to produce world-class products, tailored to provide specialist solutions which anticipate evolving global market needs. We are excited by the long term growth possibilities for the fruit snacking category and look forward to meeting our existing as well as potential new customers at BIOFACH 2014, the undisputed world-leading trade fair for organic food products, to discuss innovative and creative brand development opportunities."

Paradise Fruits Solutions and Freeze-Dried products on display are all certified organic.

We look forward to seeing you at our stand in Hall 7 / Booth 619.

For further information, visit [www.paradise-fruits.de](http://www.paradise-fruits.de)

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## **Notes to Editors**

This release is also available in German and interviews can be conducted in English and or German.

### **About Paradise Fruits:**

For over 130 years, the Jahncke family has successfully owned and operated a large number of businesses within the fruit processing industry. The companies and the family are intrinsically-linked to the Altes Land (Old Land) area of Northern Germany, which is the largest contiguous apple growing area in Europe. With a heritage formed by a strong father-son management, the business has been able to implement progressive ideas and retain a sense of time tested methods to make the group one of the most significant and successful in the global fruit processing industry. Paradise Fruits companies are a trusted partner to leading food manufacturers and retailers worldwide.

### **Über Paradise Fruits**

Seit über 130 Jahren führt die Familie Jahncke unter dem Dach der „Paradise-Fruits-Gruppe“ erfolgreich verschiedene Unternehmen im Bereich der Fruchtverarbeitung.

Diese Unternehmen und die Familie sind ansässig in der Region „Altes Land“ im Norden Deutschlands, einem der größten zusammenhängenden Apfelanbaugebiete in Europa.

Die Nähe zu den Rohstoffen über Generationen hinweg, versetzt das Unternehmen in die Lage, progressive Ideen umzusetzen und stets am Puls der Zeit neue Verarbeitungsmethoden zu entwickeln, um weiterhin zu einem der Global wichtigsten und erfolgreichsten Fruchtverarbeitungsunternehmen zu gehören.

Die Unternehmen der Paradise-Fruits-Gruppe sind daher zuverlässige und vertrauenswürdige Partner der führenden Lebensmittelhersteller und Vermarkter weltweit.

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