

## **MEDIA RELEASE**

JANUARY 2014

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### **PARADISE FRUITS EMBRACES LONG TERM MIDDLE EASTERN TRADING**

#### **OPPORTUNITIES AT GULFOOD 2014, DUBAI**

*Come and see us 23-27 February in the German Pavilion in Sheik Saeed 2 Hall.*

World-leading German companies Paradise Fruits Solutions and Paradise Fruits Freeze-Dried have a clear vision to be the global partner of choice for functional fruit ingredients, freeze-drying and healthy snack solutions.

At GULFOOD 2014 in Dubai, the world's leading food service, hospitality and retail trade show, Paradise Fruits will showcase its full range of innovative, high quality fruit ingredients to Middle Eastern and international markets. The two companies which operate under the "Paradise Fruits" umbrella will demonstrate how its innovative quality products have a number of commercial applications as healthy, natural snack or as a functional ingredient in bakery, cereals, snack bars and chocolate.

The companies have identified that the bakery sector in particular offers an excellent opportunity in emerging markets such as the Middle East. To underpin its long term commitment to developing food service in the region, Paradise Fruits Solutions and Paradise Fruits Freeze-Dried have appointed a new sales and distribution partner, Transveritas Food Stuff Trading, who will be the key point of contact for middle-eastern customers.

At GULFOOD 2014, Paradise Fruits will exhibit the key products in the ranges. For example, from Paradise Fruits Solutions **Pure Fruit Juice Drops** will be showcased. This is a new half round shaped fruit product that is a delicious snack in its own right, or can be added to trail mixes or to a range of baked applications. When baked, they create soft, jammy fruit spots which are perfect for cakes and muffins. They can also be panned in chocolate, or added to chocolate tablets, providing a delicious fruit burst in every bite. In addition, the Paradise Fruits Solutions **Fruit Granulates** will be on show. These are specially formulated to deliver a high fruit content, great taste and texture to a wide variety of applications, including bakery, snack bars and chocolate. Unique features of the high fruit granulates is the bake-stability, low water activity and long-shelf life which can be customised depending on the application and provide a superior ingredient alternative to traditionally air or sun dried fruits.

Paradise Fruits Freeze-Dried offers a wide range of European sourced fruits which are available in number of different formats. Freeze-drying requires no additional ingredients, and the process is gentle enough that fruits retain their natural colour, aroma and visual appearance. Light, naturally sweet and crunchy – freeze-dried fruits are growing in popularity as a natural snack. However as an ingredient they have a natural fit with cereals, teas and bakery products. **Crunchy & Cnuser** are unique granulate and cube formats, made with a specially adapted freeze-drying process. Available in 100% fruit formulations, they can also be blended with added sugars, yoghurt or milk, depending on the product requirements.

The newest innovation in the Paradise Fruits Freeze-Dried range is the uniquely shaped **Smoothee Bites**, which can also 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 Solutions Sales & Marketing Director Kurt Hoffman comments: "We are excited by the opportunities that Middle Eastern region offers for long term business partnerships, especially for bakery and confectionery sector. Working in conjunction with our new partner Transveritas, we believe we can achieve our goal to produce world-class products, tailored to provide specialist solutions which anticipate evolving global market needs. We look forward to meeting our existing customers at GULFOOD 2014 and welcome those interested in discussing innovative and creative brand and product development opportunities with Paradise Fruits."

We look forward to seeing you in the German Pavilion; stand S2-B14, Shk Saeed 2 Hall. For further information, visit [www.paradise-fruits.de](http://www.paradise-fruits.de)

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## **Notes to Editors**

The 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. ---