



— From Field to Cup



# THE NATURAL UPGRADE

AGRANA is an internationally-oriented, Austrian industrial player with global headquarters in Vienna, Austria. Each of the group's three divisions – Fruit, Sugar & Starch – adds value to agricultural goods. The result is the production of industrial products that are a central component to many finished products found across numerous markets throughout the world.

Established in 1988 as the parent company for the Austrian sugar and starch industry, AGRANA has evolved successfully over the past 25 years from an Austrian company into a truly global organization. With approximately 8,500 personnel located in 56 production facilities, we are firmly entrenched on all continents.

Today AGRANA is a leading sugar and starch producer in Central Europe, the global market leader in fruit preparations for the dairy industry and one of the largest producers of fruit juice concentrates in Europe.

#### **AGRANA FRUIT**

We deliver customized and innovative preparations to the following markets:

- Dairy
- Ice Cream
- Bakery
- Food Service

We deliver fruit juice concentrates to:

- Fruit Juice Manufacturers
- Beverage Bottlers and Fillers

#### **AGRANA SUGAR**

Sugar is supplied to the following markets:

- To consumers through retailers
- To a range of food & beverage manufacturers
  (e.g. soft drink industry, confectionery industry, fermentation industry, etc.)

#### **AGRANA STARCH**

We produce standard and specialized starches used in a variety of applications:

- Food processing (e.g. as thickener) and non-food consumer goods (e.g. in paper manufacturing process)
- Bioethanol fuel production

# ABOUT AGRANA FRUIT

AGRANA Fruit is the **world market leader** for fruit preparation for the dairy industry. During the business year 2012/13 it generated a turnover of € 1,14 billion. Our fruits are in every 3rd yoghurt cup worldwide. With its 26 processing plants and more than 4,300 employees, AGRANA Fruit has sales activities in over 70 countries.

AGRANA Fruit offers customized and innovative products for the dairy, ice cream, bakery and food service industries, by adding value to fruit and other agricultural goods.



We truly care about fruits from the moment they are harvested until they are mixed with the final products. This is what makes us different. Accordingly, our core values are:













With more than 1,000 hectares of company owned fields and the long-term relationships with our farmers we have established a **formidable competitive advantage** within the core areas of our business including: **PRICE, QUALITY, TRACEABILITY, SUSTAINABILITY.** 

Sourcing is considered an art at AGRANA Fruit. We offer a highly-skilled team of experts who travel the globe in search of the most heavily sought after fruits. We have a seamless logistics system in place allowing us to meet the needs of our customers. Our standardized worldwide network of cultivation, growing, harvest and first transformation procedures give AGRANA Fruit the distinct pleasure of delivering the highest quality fruit preparations to our customers.





AGRANA Fruit has established the highest standards for fruit selection and processing, guaranteeing our customers **unsurpassed food safety standards and premium quality.** Food safety is a strategic priority throughout the organization, compromising our standards is not an option.

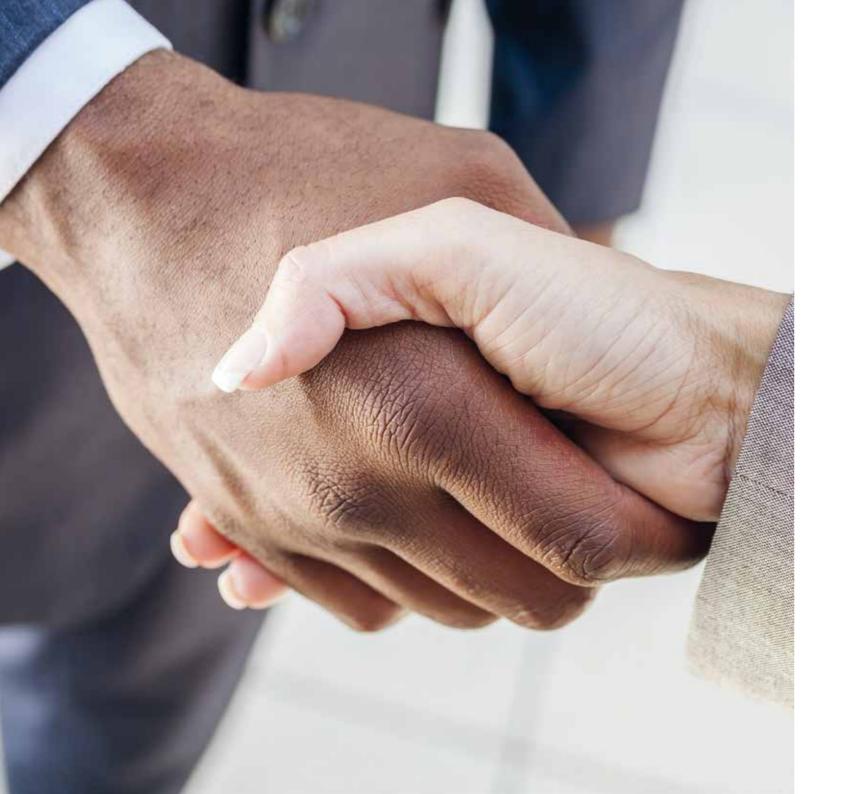
A **zero defect policy** has been established based on agreed specifications with our customers in all aspects of our business. Due to this severe monitoring, our consumer complaints are distinctly less than 1 in 13 million of final products.

The AGRANA Fruit **Quality Management team** consists of more than 200 highly qualified employees worldwide, who are responsible for verifying the quality and food safety of raw materials and finished goods.

We have instituted the **e-PACT** (management by **E**xample, **P**revention, **A**uditing, **C**ontinuous Improvement, **T**raining and People) focusing on managing our main risks: foreign objects, microbiology, chemicals and allergens.

Our quality management programs offer **full traceability** of raw material and final products, which includes 100% of supplier documentation **from audit to supply.** Our final products are audited both internally by our quality and management teams and externally through customer and third party auditors. We utilize these audit results to define continuous improvement opportunities.

We are proud that our quality management programs always achieve top evaluations from our customers.





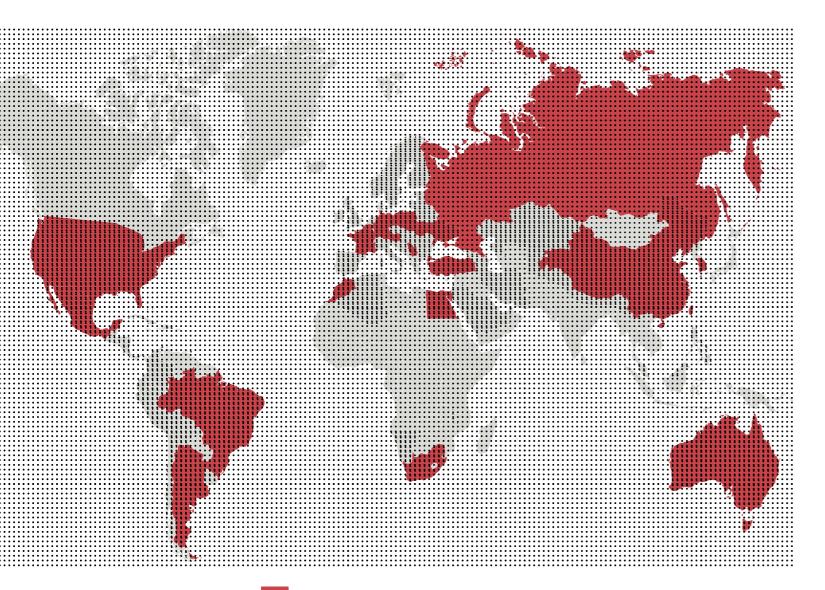
To inspire and continuously delight our customers is a top priority at AGRANA Fruit. Globally we launch about **600 new and innovative customized fruit preparations** across several markets including the dairy, ice cream, bakery and food service industries every year.

We are enthusiastic about partnering with our customers to help support and grow their business.

Our **leadership position** in the global market as a fruit preparation producer gives us a well-defined view of local markets providing insight related to our customers and the consumer.

Our worldwide network of R&D specialists champions each customer request, delivering fast and efficient solutions that align best with the demands of local markets.

Adding to our expertise of delivering the latest innovations from field to cup is our **Global R&D center** located in Austria. Highly trained technical experts work on the latest technologies, as well as upgrades to our current production procedures. In addition to their research, the Global R&D team acts as a **resource for the local developers** providing technical support and a conduit for the transfer of know-how.



Countries with AGRANA Fruit production sites

Countries with current AGRANA Fruit sales activities



AGRANA Fruit is truly the only global fruit preparation supplier, with 26 fruit processing plants located across the globe. We have over 4,300 employees, together we offer a comprehensive knowledge base allowing us to meet the needs of both local and global customers.

At AGRANA Fruit we concentrate and focus on the care of our **environment** and **sustainability** in key sectors including:

- Energy and raw material optimization as they are related to their impact on the environment
- Continuous improvements of plant safety and waste reduction
- As an alternative to disposing of by-products, they are reintroduced back into the supply chain including the use as a feed ingredient for farmers
- We cultivate special relationships with our farmers, in cooperation with certified suppliers of raw materials, to ensure the high quality standards and to encourage sustainable farming

#### Countries with AGRANA Fruit production sites:

Argentina, Australia, Austria, Belgium, Brazil, China, Egypt, Fiji, France, Germany, Mexico, Morocco, Poland, Russia, Serbia, South Africa, South Korea, Turkey, Ukraine and USA.

#### Countries with current AGRANA Fruit sales activities:

Austria, Algeria, Andean Pact Countries, Argentina, Armenia, Australia, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Bulgaria, Canada, Caribbean, Central America, Chile, China, Croatia, Czech Republic, Denmark, Dominican Republic, Egypt, Estonia, Fiji, Finland, France, Georgia, Germany, Greece, Hong Kong, Hungary, Iran, Ireland, Israel, Italy, Jordan, Kazakhstan, Latvia, Lebanon, Lithuania, Malawi, Malaysia, Mauritius, Mexico, Moldova, Morocco, Namibia, Netherlands, New Caledonia, New Zealand, Norway, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Swaziland, Sweden, Switzerland, Trinidad and Tobago, Turkey, Ukraine, United Arab Emirates, United Kingdom, Uruguay and USA.

# AGRANA FRUIT PRODUCT PORTFOLIO

CEREAL PREPARATIONS



FRUIT PREPARATIONS

INCLUSIONS / SPECIALTIES



SAVORY PREPARATIONS

WARM FLAVOR

**PREPARATIONS** 



# PREPARATIONS FOR DAIRY

We have built a **library of knowledge** around the following fruits that is referenced and applied to the products we develop:

- Strawberries, raspberries, blueberries and cherries
- Stone and pip fruits
- Citrus fruits
- Tropical / Exotic fruits

At AGRANA we partner with our customers to develop tailor-made solutions according to their needs. Our toolkit of know-how and expertise in the core areas of product development include:

- Fruit size, cut and variety
- Stabilization systems
- Warm flavor preparations (e.g. chocolate, caramel, coffee, etc.)
- Cereal preparations
- Inclusions: chocolate chips, crunchy chocolate balls, chocolate balls with fruit inside, dry infused fruits, jelly balls, nut pieces, restructured fruits, etc.
- Savory preparations: vegetables, herbs, spices, meat, fish
- Formulation development for products with "health & wellness" positioning (e.g. sugar reduction, enrichment in vitamins / minerals, etc.)
- Formulation development for products with "natural" positioning: all natural, clean labels, organic, GMO-free, fair trade
- Formulation development for specific consumer groups: Halal, Kosher

## **Dairy Applications:**

- Yoghurts (spoonable & drinkable)
- Dairy desserts
- Fromages frais
- Curds and quarks
- Milk drinks
- Other fermented dairy products
- Soya-based products
- Cream cheese
- Other dairy alternative products

# Applications of AGRANA Fruit preparations into dairy products:

- Stirred
- Layer
- Swirl
- Side compartment

## AGRANA Fruit Packaging Solutions (aseptic):

- Stainless steel container
- Bag-in-drum
- Bag-in-box

Packaging solutions to be checked with your AGRANA Fruit Sales contact.

AGRANA Fruit Quality Certifications: ISO9001, ISO22000, ISO FSSC, Organic, IFS, BRC, HACCP, LEED, SEDEX. Different certifications depending on the production sites.

# AGRANA FRUIT PRODUCT PORTFOLIO

## FRUIT PREPARATIONS



WARM FLAVOR PREPARATIONS



## **INCLUSIONS**



#### **AGRANA FRUIT**

# PREPARATIONS FOR ICE CREAM

We have the experience and creativity to develop preparations for the ice cream industry. Based on customers' needs, we can supply:

- Fruit preparations with fruit pieces:
- With standard fruit pieces
- With semi-infused fruit pieces
- Fruit preparations with small fruit chunks
- Fruit preparations without pieces but with fruit purée, fruit juice, etc.
- Warm flavor preparations (chocolate, caramel, coffee, vanilla, nuts, cake & biscuit, etc.)
- Inclusions (nuts, cake pieces, cereals, chocolate chips, crunchy chocolate balls, chocolate balls with fruit inside, dry infused fruits, restructured fruits, jelly balls, etc.)
- Preparations with suitable stabilization systems
- Formulation development for products with "health & wellness" positioning (e.g. sugar reduction)
- Formulation development for products with "natural" positioning: all natural, clean labels, organic, GMO-free, fair trade
- Formulation development for specific consumer groups: Halal, Kosher

## Ice Cream Applications:

- Water-based ice cream
- Dairy-based ice cream, including frozen yoghurt

# Applications of AGRANA Fruit preparations into ice cream:

- On top: coating, topping, ripple & sauce
- In the ice-mix: swirl, variegate, core filling

### **AGRANA Fruit Packaging Solutions:**

- Stainless steel container
- Bag-in-drum
- Bag-in-box

Packaging solutions to be checked with your AGRANA Fruit Sales contact.

## **AGRANA Fruit Quality Certifications:**

ISO9001, ISO22000, ISO FSSC, Organic, IFS, BRC, HACCP, LEED, SEDEX. Different certifications depending on the production sites.

17

# AGRANA FRUIT PRODUCT PORTFOLIO

## FOOD SERVICE

Sauces & Toppings



Syrups for drinks



Smoothies



**BAKERY** 

Preparations for ambient stored & dry products



Preparations for ambient stored & medium dry products



Preparations for frozen stored products



# PREPARATIONS FOR BAKERY & FOOD SERVICE

#### **BAKERY**

We are specialized in the custom development of various products for the bakery industry. We can offer:

- Fruit preparations with or without pieces
- Low water activity products
- Jellified fruit preparations
- Bake-stable fruit preparations
- Products with enhanced shelf life stability
- Products with suitable stabilization systems

## **Bakery Applications:**

- Ambient stored & dry products: filled biscuits, filled coextruded biscuits, sandwich biscuits, cereal bars
- Ambient stored & medium dry products: sponge cakes, soft cakes, pastries
- Frozen stored products: frozen desserts, frozen tarts, frozen pastries

### **AGRANA Fruit Packaging Solutions:**

- Stainless steel container
- Bag-in-drum
- Bag-in-box

Packaging solutions to be checked with your AGRANA Fruit Sales contact.

#### **FOOD SERVICE**

We support our customers in the food service industry in developing tailor-made solutions. Among others, we can deliver:

- Fruit preparations with or without pieces
- Warm flavor preparations with or without pieces
- Smoothies

### Food Service Applications:

- Ice cream & Sundae
- Milk shakes & other drinks
- Smoothies
- Others

## **AGRANA Fruit Packaging Solutions:**

- Stainless steel container
- Bag-in-drum
- Bag-in-box

Packaging solutions to be checked with your AGRANA Fruit Sales contact.

**AGRANA Fruit Quality Certifications:** ISO9001, ISO22000, ISO FSSC, Organic, IFS, BRC, HACCP, LEED, SEDEX. Different certifications depending on the production sites.



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