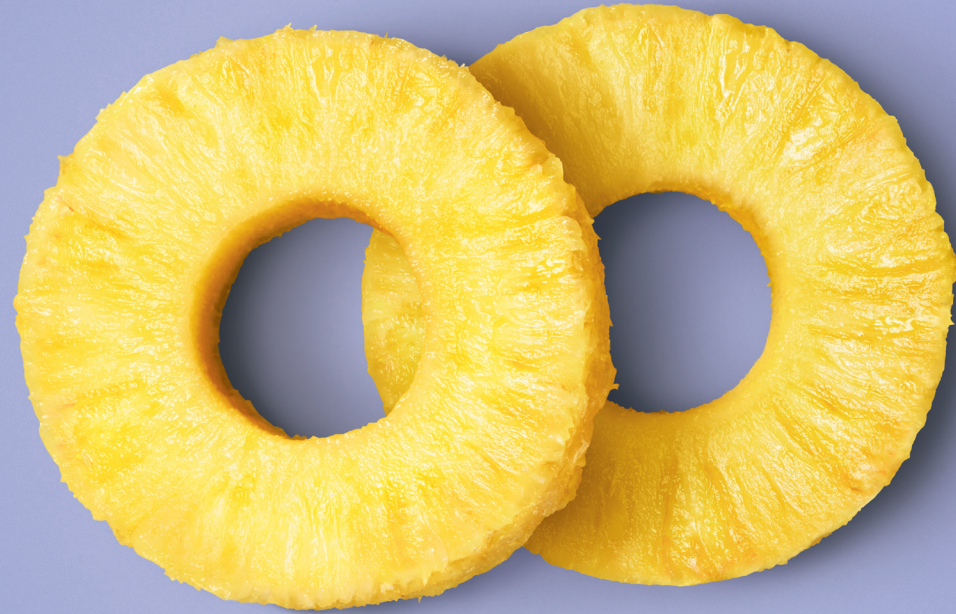




This is not a strawberry.
But our commitment
to partnership.

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This is not a pineapple.
But a partnership
you can trust.

What we stand for.

AGRANA Fruit is a global company with a passion for companionship – at our heart it's not just about being a successful company, but also about caring for our customers' success.

Supporting our customers to grow their business and to be successful is our ambition. As a sparring partner, we offer our worldwide network of experts to co-create customized innovative solutions that make a difference. We focus on quality and sustainability and place great importance on values such as diversity and inclusivity in everything we do.

You will always find us nearby to bring our inspirational and cross-functional talents from around the world closer to where they are needed.

Partnering at eye level, making our customers' ambition our own, is a matter of the heart for us. In this way, we demonstrate empathy, passion and competence.

Over the course of decades, we have established ourselves as a responsible and trustworthy companion with a vision for great innovation and we will continue to follow this path – together!

**WORKING SIDE BY SIDE WITH OUR CUSTOMERS,
PARTNERS AND NATURE.**

5,100
employees

90
countries with
commercial activities



18
innovation hubs
around the globe

24
production sites
in 19 countries

1,400
new and innovative
product launches per year

Inspiring with creative food solutions.

AGRANA Fruit is part of the AGRANA Group, a listed, global corporation that specializes in creating industrial products from agricultural commodities – fruit, sugar and starch. Delivering top quality and optimal service, for our global and regional partners are important core values to us.

WE ARE NOT IN THE FOOD, BUT IN THE TASTE BUSINESS!

Great taste applies not only to our products, but also to our:

- responsibility towards the environment
- respect towards partners and employees
- passion for developing food solutions.

BECAUSE WE LOVE WHAT WE DO.



The world of AGRANA Fruit – always close to you.

24 PRODUCTION SITES AROUND THE GLOBE.

NORTH AMERICA

5 fruit plants
in the USA & Mexico

EUROPE

7 fruit plants in Austria,
France, Germany, Poland,
Russia and Ukraine

ASIA

4 fruit plants in China, Japan,
and South Korea

AUSTRALIA

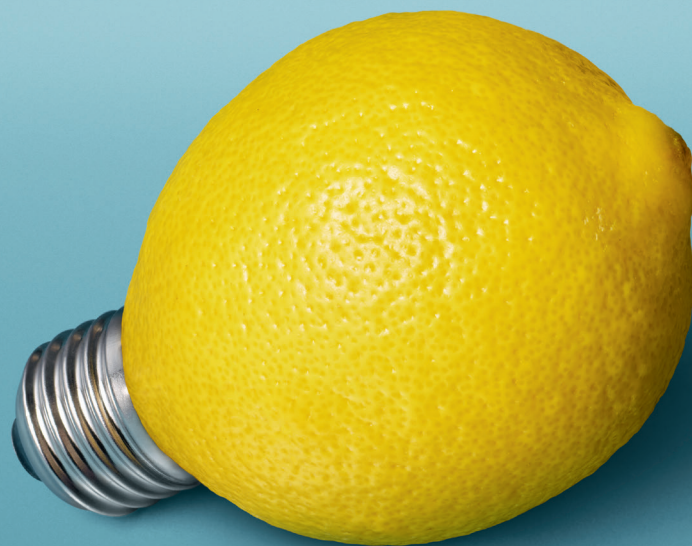
1 fruit plant
in Australia

SOUTH AMERICA

2 fruit plants in
Argentina & Brazil

MIDDLE EAST & AFRICA

5 fruit plants in Algeria, Egypt,
Morocco, South Africa, Turkey



This is not a lemon.
But an invitation
to think differently.

Our innovation mission.

For us innovation is not just synonymous with having ideas. We believe in the power of implementation, a creative culture of innovation and the right partners and processes.



Powered by our globally aligned **innovation portfolio** and our **structured “Concept to Cash” process**, we turn insights into impactful innovations. Blending our global reach with local expertise is what sets us apart in how we innovate with our partners across **19 innovation hubs around the globe.**



We innovate to **anticipate and fulfil evolving consumer needs worldwide** with **customized, high-quality food and beverage solutions.**



Our **culture of curiosity and collaboration** drives meaningful innovation that enables our partners' success. Fueled by our passion for the **future of food and beverage**, we work closely with our partners to create delicious, sustainable and innovative consumer favorites.

Our areas of innovation.

PRODUCT

INCLUSIONS

Multisensorial
Solutions



- Inclusions are a key innovation area in food & beverages
- Creating the next sought-after texture experience

INDULGENCE

Fat-based &
Non-fruit Solutions



- Indulgent solutions beyond fruit
- Expanding capabilities for fat-based products
- New application areas such as icing or coating

HEALTH & NATURALITY

Healthy &
Nutritious Solutions



- Functional solutions
- Clean label
- Plant-based solutions

TECHNOLOGY

EMERGING TECHNOLOGY

Processing
Differently



- Adopt technological advances to enhance manufacturing safety, quality, sustainability, and cost-efficiency at global scale
- Unlock opportunities to protect fruit identity

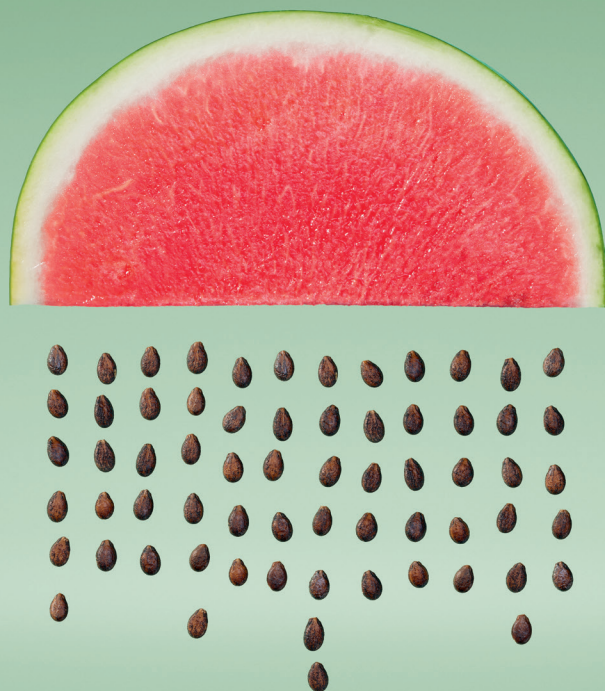
PACKAGING

Delivering
Differently



- Expanding packaging and delivery formats for our industrial and food service customers

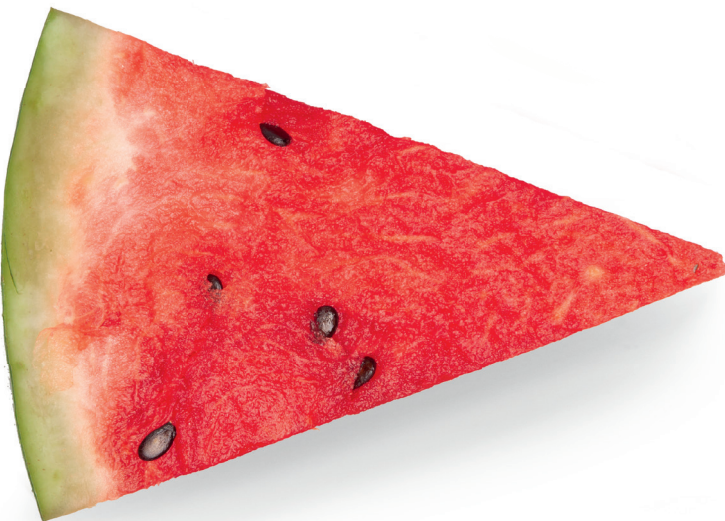




This is not a melon.
But tailormade solutions to grow your business.

From trends to solutions.

Our development process begins with insights: Guided by a customer-centric and consumer-driven approach, we identify and decode the latest market trends and consumer needs. Building on these insights, we create relevant and future-proof concepts and solutions – ensuring maximum success for our partners. By shaping each phase with intention, we achieve outcomes that meet our partners’ needs and win consumers’ hearts.



Our target markets.

We provide innovative and tailor-made solutions for various food industry segments.



Our solutions.

By providing our customers with solutions based on fruits and other agricultural raw materials we basically refine the gifts nature has provided us with.

Our expertise is evident in a wide product range for the dairy, dairy alternatives, ice cream, food service, beverage and bakery industries.

OUR CUSTOMIZED SOLUTIONS:



FRUIT PREPARATIONS
with berries, stone and pip fruits, citrus fruits tropical and exotic fruits (with or without pieces)



INDULGENT PREPARATIONS
With chocolate, caramel, coffee, vanilla, nuts, cake pieces, etc.



PREPARATIONS WITH INCLUSIONS SUCH AS
Cereals, grains and seeds, chocolate chips, cake pieces



DIRA BRAND
IQE frozen fruit, Frozen fruit puree, Frozen fruit coulis
> Find more on dirafruitsolutions.com



SAVORY PREPARATIONS
For sauces, dips, chutneys, drinks, spreads, and cheese with vegetables, herbs and spices, fish and meat



SPECIALTY PRODUCTS
Fruit purees, smoothies and frozen fruit solutions (find out more at dirafrost.com). Compound for beverages, dried fruits, fresh fruits, inclusions



WATSON SAYS BRAND
Syrups, sauces, concentrates, fruit mixes
> Find more on watsonsays.com



This is not a peach yogurt.
But a big spoonful of love
for dairy products.

Dairy products.

As your trusted one-stop partner, we offer tailored solutions elevating the flavor, color, texture and nutritional profile of your dairy and dairy alternative products.

OUR ASEPTIC SOLUTIONS

- Fruit preparations
- Indulgent preparations
- Preparations with inclusions
- Savory preparations
- Functional preparations

FLAVOR PROFILES

- Fruits
- Indulgent
- Nuts
- Savory
- Botanicals

PREPARATION USAGE

- Blended
- Layered or as Topping
- Side by Side
- Aerated

APPLICATIONS

- Fermented Milk - Yogurts, Skyr, Kefir
- Milk Drinks
- Curds & Quarks
- Dairy Desserts
- Fresh, Cream &

FORMATS

- Drinking
- Spoonable
- Spreadable
- Snacks



For packaging & formulations please check page 40-41

*All applications & solutions are also available as dairy alternatives



This is not a coconut.
But our plant-based ideas making waves.

Dairy alternatives.

To us, plant-based products are more than a trend – they are deeply rooted in our history. It therefore goes without saying that we manage resources carefully and also optimally tap into the diverse potential of these natural treasures.

Globally, the plant-based market is growing dynamically and it is our passion to co-create natural, sustainable plant-based products which consumers love.

ONE-STOP PARTNER

Bring new products to market quickly, safely and conveniently – with us as your one-stop partner! Our way of working guarantees maximum scope for individualization and intervention in each of the three key areas.

1.

WHITE MASS

Almond, oat, or coconut bases.
Concentrated, standardized and easy-to-use

2.

PREPARATIONS

Including fruit or other ingredients (p. 19)
for spoonable, drinkable or other applications.
Tasty products and a wide range of flavors

3.

FUNCTIONAL ADD-ONS

Proteins, fibers, and vitamins.
Stabilization, texture, and off-note covering

ALL IN
ONE

ALL-IN-ONE SOLUTIONS

Covering all three above mentioned
focus areas

For packaging & formulations please check page 40–41

All dairy applications & solutions (page 19) are also available as dairy alternatives



This is not a kiwi.
But next year's
must-have flavor.

Ice cream.

Considered one of the most dynamic categories within the food industry, there is one attribute that remains constant all over the world: ice cream's ability to bring joy to the life of consumers. Our joy at AGRANA FRUIT is collaborating with our customers and developing crave-worthy tastes for their brands. Our range of services include technical know-how across the frozen dairy segments, deep dives into the latest trends, tastes and preferences and global insights, discovering what's new and innovative. We combine these services with our customized product development expertise.

BLENDED IN THE ICE CREAM BASE	AS THE CROWNING TOUCH TO ELEVATE ICE CREAM	ALL SOLUTIONS AVAILABLE AS	APPLICATIONS
• Fruit Purees & Puree Concentrates • Compounds (4:1, 7:1, 7:3 fruit:sugar ratio) • Preparations • Sorbet Bases	• Swirls & Variegates • Coatings • Liquid Core Fillings • Toppings	• Fruit and indulgent flavors • With or without inclusions such as fruit pieces, nuts, chocolate pieces • Various textures (smooth, rough, chunky)	• Frozen Yogurt • Moulded Sticks • Bucket/Tub • Bite Size/Sandwich • Cones • Bars



For packaging & formulations please check page 40–41



This is not
a strawberry sauce.
But a swirl of indulgence for
our customers' tastebuds.

Food service.

Taste is at the forefront of our daily undertakings. We strive for perfect synergy between the very best nature has to offer and our commitments toward innovation and sustainability. As a result, our food service products deliver exceptional dining experiences.

BEVERAGES

(For hot and cold beverages)

- Syrups
- Sauces
- Fruit mixes
- Frappe Bases

ICE CREAM

(Toppings for hot and cold beverages)

- Fruity toppings
- Indulgent toppings

BAKERY AND PASTRY

(Bake-stable or standard solutions, fillers for extrusion and confectionery)

- Sweet fillings
- Savory fillings

SAUCES

(Innovative flavor and texture profiles)

- Dips
- Table Sauces



For packaging & formulations please check page 40–41

WATSON SAYS

» ENDLESS CREATIONS, «
ONE BRAND



Your inspiring partner for amazing beverages.

Baristas, chefs, and culinary creators thrive on inspiration—and that's exactly what Watson Says delivers. Designed as a silent partner, our beverage brand empowers creative minds by stepping back and letting their ideas shine. It's not about taking the spotlight, but about fueling innovation.

Watson Says opens up a world of taste experiences, giving creators the freedom to explore without limits. And behind the scenes, it draws on the scale, expertise, and global network of AGRANA Fruit—offering customers a powerful advantage. With this quiet source of inspiration by your side, developing new ideas and products has never been more exciting.

WATSON SAYS PORTFOLIO

Whether you're crafting something bold or subtle, the Watson Says product range offers the perfect solution for every occasion and application. Watson Says includes 4 categories:

- » tasty SYRUPS
- » delicious SAUCES
- » fabulous CONCENTRATES
- » outstanding FRUIT MIXES

> Find more on
[watsonsays.com](https://www.watsonsays.com)



This is not
a frozen raspberry.
But one of many
smart ideas.

Specialty products.

As a trustworthy partner with a global network, experience, and a proven track record, we are not only geographically close to our customers but also have a professional understanding of how to implement highly specific products and solutions. Frozen, dried, or inclusions – your product ideas and needs will be carefully considered, be it for retail, food service, and food industries.

Availability of specialties might vary within affiliates. Please check with your local AGRANA Fruit representative.

FROZEN FRUITS

APPLICATIONS

- Smoothies
- Pies, cakes, tartlets and other bakery products
- Desserts
- Freeze dried snacks and cereals

SOLUTIONS

- Individually quick frozen (IQF) fruits and specialties
- Mixed frozen fruits
- Block frozen & sugar added fruits
- Premium fruit purees, including a specific range for cocktails
- Fruit coulis
- Coated and pre-formed decorative fruit discs that lose less juice after thawing



Find out more about these products at
dirafruitsolutions.com



For packaging & formulations please check page 40–41

DRIED FRUITS

From the healthiest low-calorie treat to indulgent and pleasant taste sensations: Our dried fruit range is wide, we have four different categories ready to be part of your portfolio.

1

DRIED FRUITS
100% fruit, additive-free and soft texture

2

FRUIT SHEETS
Fine sheets of concentrated fruit

3

INFUSED FRUITS
Fruit with special infusion to boost the sweetness of your products

4

INCLUSIONS
Finely diced fruit purees with added color, sugar, flavor, and selected ingredients for uniform quality and versatile applications.



FILLINGS & TOPPINGS FOR BAKERY & DESSERTS

It's like love at first sight: When you see a cake, a pastry, a cookie, or a biscuit you simply can't resist. Our wide range of bakery solutions is ready to support your creations, from the most artisanal products to industrial profiles.

APPLICATIONS

- Biscuits: filled biscuits, filled co-extruded biscuits, sandwich biscuits
- Snack bars: cereal, fruit, nut and energy
- Cakes: jaffa cake, sponge cake, soft cake, filled pastry
- Frozen desserts, frozen tarts

- Frozen dumplings
- Frozen pastries

SOLUTIONS

Fruits or indulgent flavor fillings with or without pieces

For:

- Ambient stored & dry products
- Ambient stored & medium dry products
- Frozen stored products



This is not a banana.
But the product of our sustainable sourcing expertise.

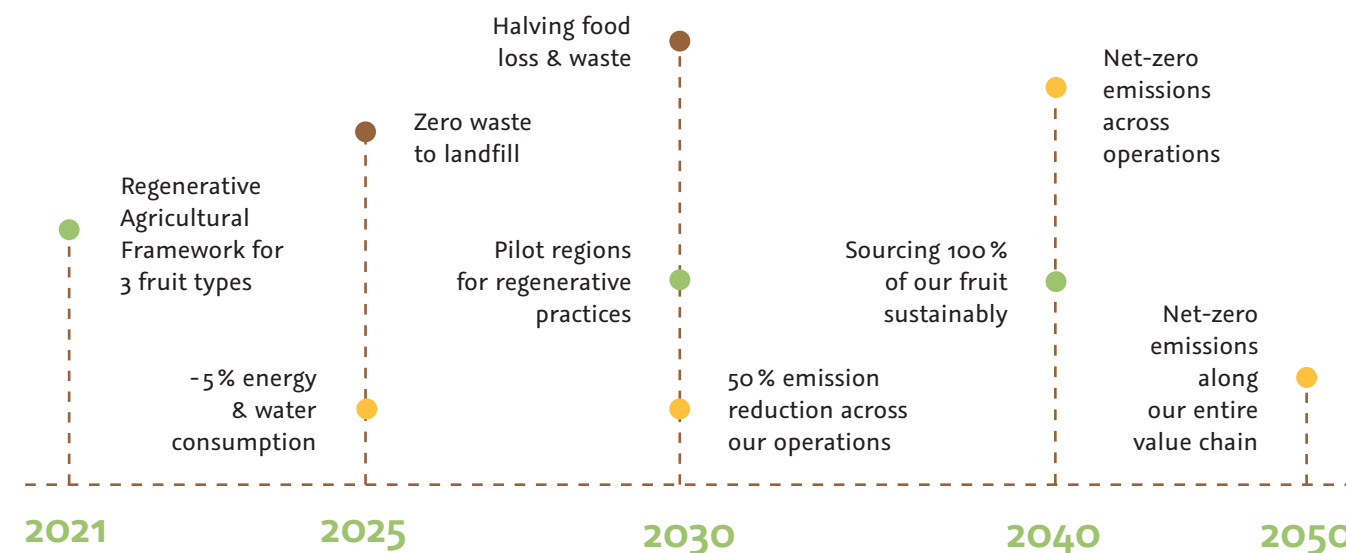
Sustainability.

We understand that it is our responsibility to do everything we can to preserve the earth for future generations and we know that consumers prefer products that benefit themselves and the environment. That's why the environment, social responsibility and strict governance are at the core of everything we do. Our company's mission for a sustainable future is defined by being authentic, aspirational and altruistic.

NET-ZERO EMISSIONS

SUSTAINABLE SOURCING

WASTE



WE PROVIDE CERTIFIED PRODUCTS AND PACKAGING FOR OUR CUSTOMERS.





This is not a grapefruit.
**But your global access
to fruit.**

Procurement.

Matching the exact needs of our customers is one of our greatest strengths, besides perfectly coordinated procurement. Despite all economical and logistical challenges we ensure a steady and reliable supply. Our reach allows us to be a reliable partner to match the needs of our customers.

We also consider the manner and procedures we employ, going beyond processing the orders we receive. To us, procurement is an art that benefits all stakeholders – farmers, customers and the environment. By taking quality, traceability and sustainability into account, our highly qualified team of experts travels the world to identify sources and suppliers of the most sought-after fruits.





This is not a starfruit.
But a symbol of where
we set our quality level.

Quality.

Delivering tangible quality and product safety – for everyone, everywhere, every day – is of utmost importance for us. It also represents a key part of our vision and mission which we achieve by implementing, maintaining and continuously improving our quality management system.

AGRANA FRUIT’S QUALITY MISSION IS BASED ON FOUR PILLARS:



Selected quality certifications and product standards which we offer:
ISO9001, ISO22000, FSSC22000, IFS, BRC, HACCP, Organic, Halal.

These are not citrus fruits.
**But our passion for
diversity, equity & inclusion.**



Our people.

At AGRANA Fruit, we understand that the key to our success lies in our employees. Just like plants and fruits need sun, water, fresh air and nourishment to thrive, we constantly focus on the growth and development of our team members.



We truly believe that co-operation, appreciation for different cultures, and tolerance form an environment in which highly qualified employees are motivated to deliver top performance. Providing a working environment characterized by openness, diversity, inclusion, safe working conditions, and mutual respect enables our teams to fully deploy their skills.

In addition to professional, personal and skill-based competencies along with the AGRANA Fruit leadership pillars, our working culture has been developed as follows:

- Taking responsibility and making decisions
- Facilitating a healthy balance between professional and personal life
- Recognition, fostering exchange and collaboration
- Working in a performance and result-oriented way
- Acting consistently

Packaging solutions, formulations & technologies.

Delivering the creations we developed for and with our customers is of course the last-but-not-least-step, that wraps the package up. Below is an overview of the variety of packaging, formulations and technologies we offer. For further information please contact your local AGRANA Fruit sales representative as listed on page 43. Please note that packaging solutions may vary between affiliates.

PACKAGING SOLUTIONS										
Categories	Containers (Stainless steel, IBC)	Bag-in-drum	Bag-in-box	Bag-in-bag		Bags & pouches (pillow, ziplock)	Buckets	Boxes	Bottles	Trays
Dairy and Dairy alternatives										
Ice cream										
Food service										
Frozen fruits										
Dried fruits										
Bakery										

FORMULATIONS & TECHNOLOGIES													
Categories	Healthy nutrition positioning*	Indulgent positioning	Natural positioning**	Sweetening system solutions***	Halal		Kosher	Vegan	Vegetarian	Without stabilizers	Low water activity	Bake-stable fillings	Non-bake deposit fillings
Dairy and Dairy alternatives													
Ice cream													
Food service													
Frozen fruits													
Bakery													

*Healthy Nutrition positioning: enrichment with vitamins/minerals, protein, plant proteins, fibers, etc.

**Natural positioning: all natural, clean label, organic, GMO-free, fair trade, etc.

***Sweetening system solutions: natural sugars, reduced sugars, no added sugars, etc.



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