



FRUIT. STARCH. SUGAR.

PERFECT  
*for*  
BEVERAGES





# THE Ingredients FOR YOUR SUCCESS

FRUIT, STARCH and SUGAR – in these three segments AGRANA is successfully active around the world. Our extensive knowledge, market know-how and wide-ranging expertise is shared with our valuable partners. AGRANA not only refines agricultural raw materials to produce a range of industrial products, we also develop and realize together with our customers the most relevant and consumer focused creations.

## OUR RAW MATERIALS ARE REFINED IN HARMONY WITH NATURE.

AGRANA is an international company headquartered in Austria, which is known for love of life, commitment to sustainable agriculture and caring for the world. These elements define who we are. Ultimately, they make their way into our business operations and ecological footprint. We promote the processing of pure, organic products and genetically unmodified resources. We rely on the use of low-emission technology and make use of nearly 100% of the agricultural raw materials processed to omit food waste.



# EVERYTHING FOR YOU from a single source

Benefit from our bountiful resources. As an international leader in fruit, starch and sugar we offer tailor-made solutions meeting your needs and requirements.



**AGRANA FRUIT** offers a variety of fruit, brown flavor and specialty solutions for the food and beverage industry. With our global network of R&D experts, we capture “what’s next” and launch over 1,000 new innovative products every year. AGRANA Fruit has long-term relationships with customers in the beverage industry and a passion for delicious and thoughtfully crafted solutions.



**AUSTRIA JUICE** is one of the leading manufacturers of innovative flavor concepts and high-quality food & beverage ingredients. With a comprehensive product portfolio consisting of customized beverage compounds, flavors, fruit wines and fruit juice concentrates, Austria Juice has established itself as a specialist for individual business-to-business solutions in the global food and beverage sector.



**AGRANA STARCH** processes corn, potatoes and wheat – focusing on organic and Non-GMO raw materials – into high-quality starch specialities. The relationship with our customers is based on product development and application partnerships. Our commitment to highest quality standards makes us a valued partner for many categories including infant formula manufacturers.



**AGRANA SUGAR**, the prominent Central and Southeastern European sugar company, supplies local producers as well as large international corporations, especially in the food industry. The wide range of high-quality sugar, also in the organic sector, ensures the right level of sweetness in a wide variety of beverage products.



# 1 THE SECRET OF THE SYRUP

	Our Offer	Your Benefit
<b>JUICE</b>	high quality fruit juice concentrates • innovative flavors • fruit sweetness	from exotic mixes to local fruits • harmonious taste experiences • convenience
<b>STARCH</b>	glucose-fructose syrup • complex soluble carbohydrate	clean sweetness • easy application • sugar reduction
<b>SUGAR</b>	crystal sugar	preservation • source of energy • formulation alternatives • solubility

# 2 THE SPECIAL IN THE WATER +

	Our Offer	Your Benefit
<b>JUICE</b>	innovative flavors & flavor combinations • classic or exotic flavors • fruit sweetness	low-calorie enjoyment • endless flavor combinations • functional refreshment • hydration with taste
<b>STARCH</b>	(liquid) dextrose • fructose syrup	sweetening • easy application
<b>SUGAR</b>	crystal sugar	clean label • source of energy • dissolves rapidly

# 3 THE EXTRA IN THE GREEN SMOOTHIE

	Our Offer	Your Benefit
<b>FRUIT</b>	juice compounds	convenience • tasty • high fruit quality
<b>JUICE</b>	not-from-concentrate juices (NFC) • purees • fruit juice concentrates	clean label • indulgence • snacking • constant taste & color • convenience • 100% natural concentrates
<b>STARCH</b>	potato fiber • pregelatinized chickpea flour	fiber enrichment & pulpy texture • protein source • viscosity adjustment



# THE natural UPGRADE

GIVE PERFECTION TO YOUR BEVERAGES.

Please ask for our broad organic portfolio.

# 4 THE INCOMPARABLE IN THE JUICE DRINK

	Our Offer	Your Benefit
<b>FRUIT</b>	juice compounds	100% natural ingredients • authentic taste • customized solutions
<b>JUICE</b>	customized beverage compounds • high quality fruit juice concentrates • innovative flavors • fruit sweetness	delicious thirst-quenchers • 100% natural ingredients • high fruit & vegetable content
<b>STARCH</b>	liquid sweeteners	sweetening • improved mouthfeel
<b>SUGAR</b>	inverted sugar syrup	dissolves rapidly • reduced separation & dust

# 5 THE OUTSTANDING IN THE COCKTAIL

	Our Offer	Your Benefit
<b>FRUIT</b>	syrops • frozen fruit purees	decoration • natural color • high fruit content
<b>JUICE</b>	innovative beverage concepts • ready-to-fill beverages • beverage compounds	taste sensation
<b>STARCH</b>	liquid sweeteners	sweetening • improved mouthfeel
<b>SUGAR</b>	cane sugar • brown sugar	exotic taste profiles • texture • visual enhancement

# 6 THE SPECIAL IN THE FRUIT-SECCO

	Our Offer	Your Benefit
<b>JUICE</b>	fruit wine base & fruit compound	sparkling enjoyment • interesting combinations • convenience • trendy products
<b>STARCH</b>	liquid sweeteners	sweetening • improved mouthfeel
<b>SUGAR</b>	crystal sugar	base for fermentation

# BENEFIT FROM *our expertise* IN YOUR FIELD

We are driven by our passion to deliver high-quality products and services. AGRANA is committed to sustainability and the efficient use of resources to ensure the commercial success of our customers. Whether they operate globally or are active regionally, leading innovation and product development experts create customized solutions in partnership with our customers.

AGRANA offers comprehensive solutions to deliver nature's best ingredients tailored to your business, including ice cream, savory, dairy and bakery applications.



Ice Cream



Savory



Dairy



Bakery

FOR MORE INSPIRATION PLEASE  
CONTACT US!

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FIND YOUR INDIVIDUAL SOLUTION  
WITH OUR PRODUCT FINDER!



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# CERTIFICATES & *memberships*



Quality Management:  
- ISO 50001 - FSSC 22000  
- ISO 9001 - IFS

AGRANA products comply with various different certification schemes. The specific certifications of each product are listed in the product data sheets.



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