



This is not a concept sheet.
But a collection of delicious
Grapefruit wonders.

Why Grapefruit?

Earlier this year we crowned grapefruit as our fruit of the year. Why? Simply because it's unique flavor and health benefits make it the perfect choice for those seeking authentic experiences. It's versatile flavor profile and pairing possibilities with other fruits, spices, nuts and herbs make it the star ingredient for yogurts, ice cream, beverages and more!

Grapefruit in Various Concepts



Health

Pairings with

- Healthy fruits
- Ginger & honey
- Vitamins & minerals
- Energizing functional ingredients like caffeine, taurine & biotin



Refreshment

Pairings with

- Citrus fruits such as pomelo, blood orange, lemon
- Refreshing fruits such as watermelon
- Botanicals such as mint & basil



Indulgence

Pairings with

- Indulgent flavors such as chocolate, caramel & coconut
- Caramelized or jam notes of grapefruit
- Dessert-style flavors like cheesecake and tiramisu



Fusion

Pairings with

- Spices such as cinnamon and black pepper
- Herbs and floral notes
- Nuts, cereals, grains and seeds
- Savory ingredients



For Kids

Pairings with

- Sweet fruits like strawberry, banana, apple, mango, blueberry to balance tartness of grapefruit
- Candy-like flavor combinations such as cotton candy, marshmallow or bubble gum

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



For Yogurts



69%
SPOONABLE



51%
DRINKING



62%
PLANT-BASED

Consumers see fit of grapefruit as a flavor direction for yogurts.

Source: AF Online Consumer Study Dec 24 (China, France, Germany, USA), n = 500 per country, T3B

Concepts



Refreshing

Citrus Freshness

Pink Grapefruit and
Blood Orange

FRUIT ON BOTTOM
PREPARATION



Indulgent

Rich & Smooth

Pink Grapefruit and
White Chocolate

PREPARATION FOR
SPOONABLE YOGURT



Healthy

Fruity Fun

Pink Grapefruit, Mango
and Banana

PREPARATION FOR
DRINKING YOGURT

All preparations can be applied to dairy and plant-based products.

This is not a caramel sauce.

**But the crowning touch
to your ice cream.**



For Ice Cream



Consumers see fit of grapefruit as a flavor direction for ice cream.

Source: AF Online Consumer Study Dec 24 (China, France, Germany, USA), n = 500 per country, T3B

Concepts



Tangy Twist

Pink Grapefruit and
Caramel

TOPPING OR SWIRL



Bittersweet

Pink Grapefruit and
Lemon

SORBET BASE

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



For Food Service



83%

Consumers see fit of grapefruit as a
flavor direction for lemonades.



66%

Consumers see fit of grapefruit as a
flavor direction for ice cream.

Source: AF Online Consumer Study Dec 24 (China, France, Germany, USA), n = 500 per country, T3B

Concepts



Citrus Comfort

Pink Grapefruit
Mojito

SYRUP FOR REFRESHERS
AND LEMONADES



Sweet & Zesty

Pink Grapefruit

SAUCE FOR BAKERY
AND SUNDAES



Inspired?

Contact us for a tasting session and a tailored presentation for your specific needs!

Yogurts

Preparations used as:

- Layers & Toppings
- Aerated
- Blended
- Side-by-side

Beverages

- Sauces
- Syrups
- Fruit Mixes
- Frappe Bases

Ice Cream

- Swirls
- Topping Sauces
- Coatings
- Core Fillings
- Sorbet Bases
- Blending Sauces

Bakery

- Fillings
- Sauces
- Purees