

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 fruitsGinger & honeyVitamins & mineralsEnergizing 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

 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



Citrus Freshness

Pink Grapefruit and Blood Orange

FRUIT ON BOTTOM
PREPARATION



Rich & Smooth

Pink Grapefruit and White Chocolate

PREPARATION FOR SPOONABLE YOGURT

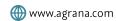


Fruity Fun

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, T_3B

Concepts





Pink Grapefruit and Caramel

TOPPING OR SWIRL



Bittersweet

Pink Grapefruit and Lemon

SORBET BASE

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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



in AGRANA Fruit





Inspired?

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

Yogurts

Preparations used as:

- Layers & Toppings
- Aeratec
- Blended
- Side-bv-side

Beverages

- Sauces
- Syrups
- Fruit Mixes
- Frappe Bases

Ice Cream

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

Bakery

- Filling:
- Sauces
- Purees



