



Orange Bliss

Juice reduction with natural flavor and ingredients

For the past few years, citrus crops have been under pressure due to severe weather conditions, such as drought or hurricanes, and the greening disease affecting citrus trees. These events are strongly impacting both the quantity and the quality of available orange juice, resulting in soaring prices, increased bitterness, reduced brix/acidity ratio, lack of mouthfeel, etc. Juice brands are either looking at improving the poor quality of the base, or at decreasing the juice content to mitigate the cost and profile issues. Let's discover our natural flavors & ingredients that will help you overcome these challenges.



Download the leaflet

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An orange juice drink that allows for a stronger juice reduction (from 12% content to 6% juice content), while preserving taste, mouthfeel and sweetness with the help of natural flavor and ingredient (pectin).



Target audience

Families or anyone on-the-go who wants a juicy refreshment and feel happy during a short break or even when enjoying a moment of your own.

Benefits

- Improving taste & texture
- Restoring taste & mouthfeel
- Clean Label
- Cost Effective

Ingredients list

Water, sugar, orange juice from concentrate (4%), apple juice from concentrate (2%), pectin, acidifier: citric acid, natural flavors; colorant: beta carotene, antioxidant: ascorbic acid, preservative: potassium sorbate

Nutrition facts per 100 mL

Energy	35 Kcal
Proteins	<0.1 g
Fat	0 g
Sugars	8.2 g
Sodium	0 g
Fibers	0.22 g

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- ✓ **Natural Orange Flavors** that have been designed to help improving the taste profile and texture of poor orange juice and/or reducing the juice content, while mitigating the cost.
- ✓ **ModulaSENSE® Juice Enhancer** improves mouthfeel and enabling precise adjustments to modulate overall taste
- ✓ **Pectin** providing an increased mouthfeel
- ✓ **Beta-carotene** reinforcing the nice orange color

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