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## PRESS RELEASE

### **Waste Not: FruitSmart™ awarded upcycled certification**

#### *Innovative new fruit fiber concepts to take center-stage at IFT Expo 2022*

FruitSmart™ fiber ingredients have been awarded the Upcycled Food Association's (UFA) new certification mark.

FruitSmart specializes in premium fruit-based ingredients. Well regarded for its not-from-concentrate apple juice, its range also includes fiber products from apple and blueberries. They can enhance consumer appeal, for example by enabling health claims, as well as providing manufacturing functionality such as moisture retention.

Furthermore, because the fibers are produced from materials left over from FruitSmart's Cold-Press fruit pressing, they can be labeled as upcycled.

FruitSmart was one of the brands that participated in the UFA's Upcycled Certification pilot program in 2021. It has now been awarded the organization's certification mark, which highlights upcycled ingredients. This helps manufacturers meet a growing market need – with 30% of food globally going to waste, 60% of consumers want to buy more upcycled products.<sup>1</sup>

Exhibiting on Booth #S4606 at IFT Expo 2022 (10-13 July, Chicago), FruitSmart will showcase a range of innovative concepts highlighting new ways of thinking about how fruit and fruit fiber can be used in food and beverage applications. They will demonstrate how they can be paired with other ingredients, such as protein, which can allow dual or multiple health claims, as well as improving texture and mouthfeel.

The novel concepts will demonstrate FruitSmart's focus on solutions and its ability to turn ideas into reality. They will include:

- A protein drink with apple fiber and raspberry – a smart blend that delivers great flavor and color, as well as health benefits
- A protein bar bite with blueberry fiber, blueberry pieces and DS Cherry juice concentrate – a combination that offers great texture and moisture retention, as well as allowing dual health claims
- A deli cracker with apple fiber which delivers amazing taste as well as allowing health claims
- A cranberry fiber and white chocolate coated cranberry biscotti containing cranberry pieces, cranberry powder and cranberry juice concentrate.

Wayne Lutomski, President of FruitSmart, said: "Upcycled ingredients help overcome food waste by creating value from materials that would otherwise be discarded. It's emblematic of how FruitSmart is passionate about getting creative with fruit, as well as helping make our customers' ideas real. In addition to its health benefits, fruit can provide exciting texture and mouthfeel, and classic flavors – often with an exotic or intriguing twist. Our goal is to open people's minds to what's possible – we want them to say, 'I didn't know you could do that with fruit!'"

Other FruitSmart concepts at IFT will include apple clusters – in which apple chips cluster together for a delicious snack – and a cherry ginger tea. The company will also showcase vegetable and botanical ingredients, demonstrating its expanded product offering, concept development expertise and potential as a one-stop shop for manufacturers.

**For more information, contact:**

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**About FruitSmart™**

FruitSmart specializes in premium high-quality fruit -based juices and ingredients. With roots in the food processing industry that go back to 1982, it has decades of experience. Today it has a 13-acre fruit and vegetable processing plant in Grandview Washington, while its 19-acre Prosser campus includes facilities for dry ingredient processing and freezing. Offering a wide variety of juices, purees, concentrates, essences, fibers, seeds, seed oils and seed powders, FruitSmart takes great pride in developing solutions for manufacturers and using fruit in new and novel ways.