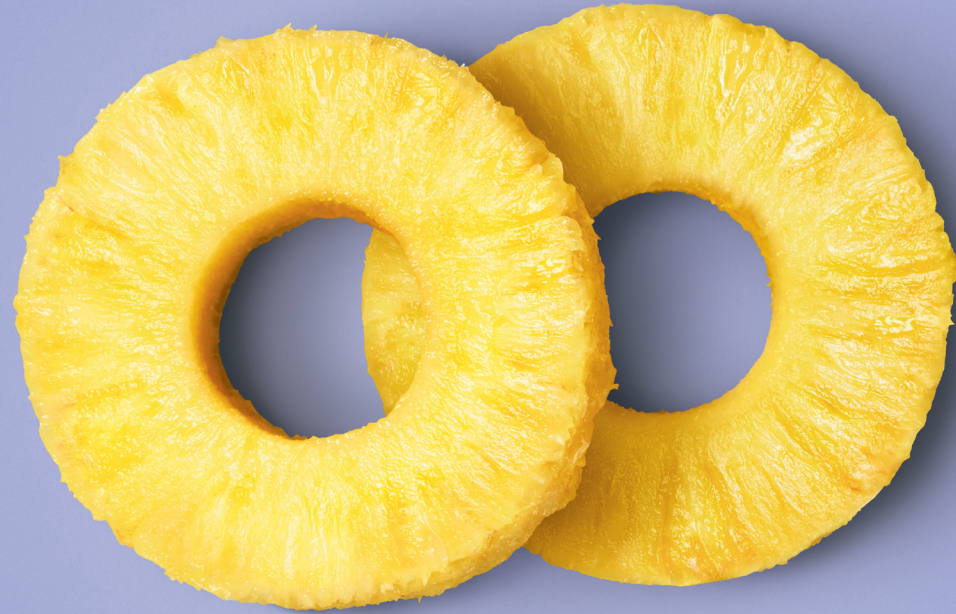




**This is not a strawberry.**  
But our commitment  
to partnership.

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**This is not a pineapple.**  
**But a partnership**  
**you can trust.**

## What we stand for.

**AGRANA Fruit is a global company with a passion for companionship – at our heart it's not just about being a successful company, but also about caring for our customers' success.**

Supporting our customers to grow their business and to be successful is our ambition. As a sparring partner, we offer our worldwide network of experts to co-create customized innovative solutions that make a difference. We focus on quality and sustainability and place great importance on values such as diversity and inclusivity in everything we do.

You will always find us nearby to bring our inspirational and cross-functional talents from around the world closer to where they are needed.

Partnering at eye level, making our customers' ambition our own, is a matter of the heart for us. In this way, we demonstrate empathy, passion and competence.

Over the course of decades, we have established ourselves as a responsible and trustworthy companion with a vision for great innovation and we will continue to follow this path – together!

**WORKING SIDE BY SIDE WITH OUR CUSTOMERS,  
PARTNERS AND NATURE.**

**4,900**  
employees

**90**  
countries with  
commercial activities



**20**  
innovation hubs  
around the globe

**26**  
production sites  
in 20 countries

**1,400**  
new and innovative  
product launches per year

## Inspiring with creative food solutions.

AGRANA Fruit is part of the AGRANA Group, a listed, global corporation that specializes in creating industrial products from agricultural commodities – fruit, sugar and starch. Delivering top quality and optimal service, for our global and regional partners are important core values to us.

**WE ARE NOT IN THE FOOD, BUT IN THE TASTE BUSINESS!**

Great taste applies not only to our products, but also to our:

- responsibility towards the environment
- respect towards partners and employees
- passion for developing food solutions.

**BECAUSE WE LOVE WHAT WE DO.**



## NORTH AMERICA

5 fruit plants in the USA & Mexico



## EUROPE

8 fruit plants in Austria, France, Germany, Poland, Russia, Ukraine



## ASIA

5 fruit plants in China, India, Japan, South Korea

## AUSTRALIA

1 fruit plant in Australia



# The world of AGRANA Fruit – always close to you.

26 PRODUCTION SITES AROUND THE GLOBE.

## SOUTH AMERICA

2 fruit plants in Argentina & Brazil



## MIDDLE EAST & AFRICA

5 fruit plants in Algeria, Egypt, Morocco, South Africa, Turkey



# Our product range.

By providing our customers with solutions based on fruits and other agricultural raw materials we basically refine the gifts nature has provided us with.

Our expertise is evident in a wide product range for the dairy, dairy alternatives, ice cream, food service, beverage and bakery industries.

## OUR CUSTOMIZED SOLUTIONS:



### FRUIT PREPARATIONS

(with or without pieces) with Berries, stone and pip fruits, citrus fruits tropical and exotic fruits



### BROWN FLAVOR PREPARATIONS

With chocolate, caramel, coffee, vanilla, nuts, cake pieces, etc.



### PREPARATIONS WITH INCLUSIONS SUCH AS

Cereals, grains and seeds, chocolate chips, cake pieces



### SAVORY PREPARATIONS

For sauces, dips, chutneys, drinks, spreads, and cheese with vegetables, herbs and spices, fish and meat



### SPECIALTY PRODUCTS

Fruit purees, smoothies and frozen fruit solutions (find out more at [dirafrost.com](http://dirafrost.com)). Compound for beverages, dried fruits, fresh fruits, inclusions



### WATSON SAYS BRAND

Syrups, sauces, concentrates, fruit mixes  
> Find more on [watsonsays.com](http://watsonsays.com)

# Our target markets.

To refer to our customers and the products we develop for them as part of the food industry is to understate both our and their efforts – remember, we are in the taste business! The primary focus is on indulgence. We aim to please. It does however say something about the scale of the business in which we provide innovative and tailor-made solutions for various food industry segments.

## ICE CREAM



## FOOD SERVICE



## BAKERY & DESSERTS



## CONFECTIONERY



## DAIRY ALTERNATIVES



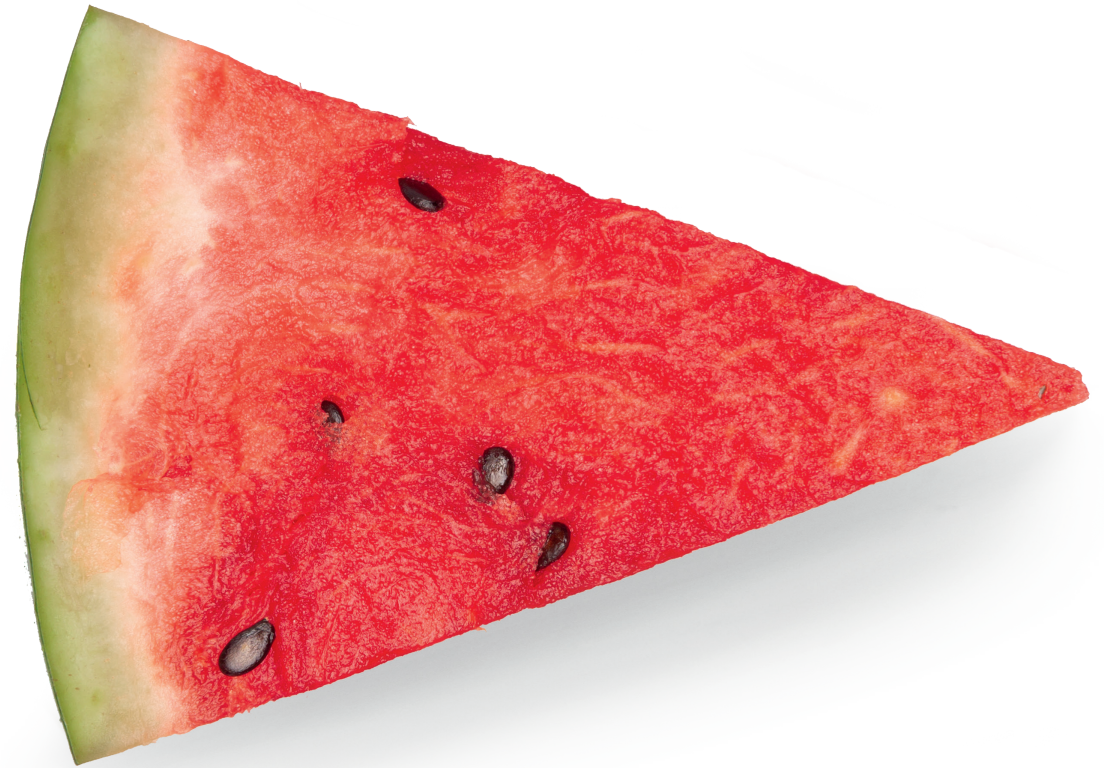
## DAIRY



## BEVERAGES

# From trends to solutions.

Our developing process starts with insights: In a customer-centric and consumer-driven way, we identify the latest market and consumer trends. The way we work is tailored to delivering the perfect solution – and maximum success for our partners: By shaping every step of our path, we get to the desired outcome – the perfect solution our partners need and consumers love.



# Our areas of innovation.

Fuelled by our passion for the future of food, we work closely with our partners to create delicious, sustainable and innovative consumer favorites. Innovation hubs in 20 countries constantly identify the latest market and consumer trends. This gives product development a proactive twist.



## DIGITALISATION IN VALUE CHAIN

Together with partners we create new value propositions and bring in novel food tech or services, that add value to our supply chain. Direct access to thousands of suppliers provides us with the data and possibility to test, validate and adapt assumptions for new business models.



## DISRUPTING THE CONSUMER GOODS INDUSTRY

New products, concepts, brands, experiences or services – ranging from refreshments to indulgence and functionality – are of high interest. That includes new flavors and textures: When creating, we also look at new ways of reaching consumers and new channels. Our ambition is to have a thorough impact on what will be on the plates of tomorrow's consumers.



## FACTORY OF THE FUTURE

We explore new processing technologies for new product developments, which also allow CO<sub>2</sub> reduction.



## SUSTAINABLE FARMING

Innovating agriculture means safeguarding raw material supply while protecting the climate and reducing resource usage. Our goal is to protect our environment and ensure future food supply.



## NOVEL, WHOLESOME HEALTHY & NATURAL SOLUTIONS

The future of food will be about healthy products, great taste, green labels and nutritional benefits – all rolled into one. With disruptive and economical products, ingredients, technologies and solutions we take health and naturalness into the future!



## SUSTAINABLE PACKAGING & MATERIALS

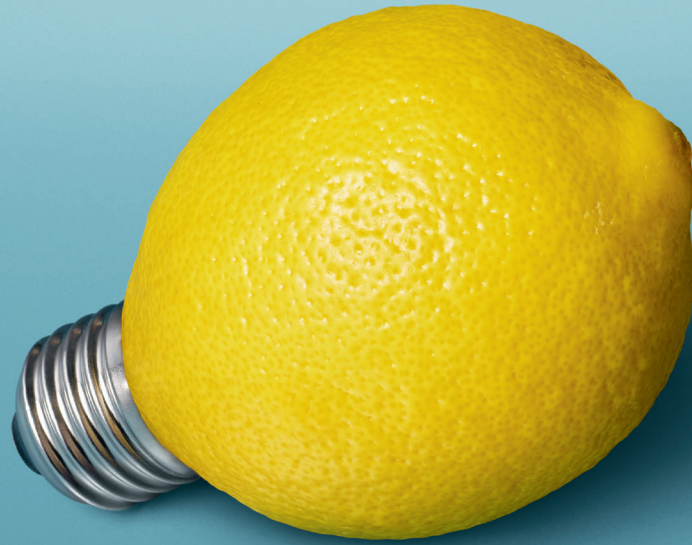
Future packaging for frozen foods, mini-portions and industrial needs to be renewable and more eco-friendly. Together with our customers we are working on plastic-replacement solutions for the future.



## SUSTAINABLE, ANIMAL- FREE PROTEINS

Finding new options for our protein products is a fascinating topic. Be it food technology, service or raw materials: From field to crop procurement, processing and extraction to texture, sales and marketing: We explore all areas to identify potential.





**This is not a lemon.**  
**But an invitation**  
**to think differently.**

# Our innovation mission.

For us innovation is not just synonymous with having ideas. We believe in the power of implementation, a creative culture of innovation and the right partners and processes. For maximum reach our innovation team covers all 6 continents, working together to come up with the latest innovations for our customers.

## OUR INNOVATION MISSION IS BASED ON 5 PILLARS:



### PORTFOLIO

Areas of innovation fields & pipeline

Designed to fulfill customer and consumer needs



### PROCESS/ TOOLS

Digital process from idea to execution

Proper analysis and prioritization of ideas



### INFRA-STRUCTURE

Powerful network

Co-creating with customers via laboratories & innovation hubs



### OPEN INNOVATION

Solid team, co-working with partners

Integration of food accelerators and start-ups



### CULTURE

Training & awareness activities

Implementing the growing culture of innovation into the company



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

# Dairy products.

Are your customers longing for cream cheese with tropical fruits, vitamin-rich, sugar-reduced and fair trade? No problem! For us it's all about creating the product you need and consumers want. We are a one-stop partner for innovative solutions, reliable with many years of expertise, dedication and understanding consumer needs.

## APPLICATIONS FOR DAIRY\*

- Yogurts (spoonable and drinkable)
- Desserts
- Fresh cheese
- Curds and quarks
- Cream cheese
- Milk beverages
- Other fermented dairy products

## Preparation usage

- Layers and toppings

- Aerated
- Blended
- Side by side

## SOLUTIONS (WITH AND WITHOUT PIECES)\*

### Preparations with

- Berries
- Stone and pip fruits
- Citrus fruits
- Tropical or exotic fruits

## Distinctive ingredients

- Brown flavor preparations
- Chocolate and other inclusions
- Cereals, grains and seed preparations
- Savory preparations
- Botanicals, vitamins and minerals
- Aseptic nut butters for yogurts
- Fat based preparations



For packaging & formulations please check page 40-41

\*All applications & solutions are also available as dairy alternatives

**This is not a coconut.**  
**But our plant-based ideas making waves.**



# Dairy alternatives.

To us, plant-based products are more than a trend – they are deeply rooted in our history. It therefore goes without saying that we manage resources carefully and also optimally tap into the diverse potential of these natural treasures.

Globally, the plant-based market is growing dynamically and it is our passion to co-create natural, sustainable plant-based products which consumers love.

## ONE-STOP PARTNER

Bring new products to market quickly, safely and conveniently – with us as your one-stop partner! Our way of working guarantees maximum scope for individualization and intervention in each of the three key areas.

1.

### WHITE MASS

Almond, oat, or coconut bases.  
Concentrated, standardized and easy-to-use

2.

### PREPARATIONS

Including fruit or other ingredients (p. 19) for spoonable, drinkable or other applications. Tasty products and a wide range of flavors

3.

### FUNCTIONAL ADD-ONS

Proteins, fibers, and vitamins.  
Stabilization, texture, and off-note covering

ALL IN ONE

### ALL-IN-ONE SOLUTIONS

Covering all three above mentioned focus areas

For packaging & formulations please check page 40–41

All dairy applications & solutions (page 19) are also available as dairy alternatives



**This is not a kiwi.  
But next year's  
must-have flavor.**

# Ice cream.

Considered one of the most dynamic categories within the food industry, there is one attribute that remains constant all over the world: ice cream's ability to bring joy to the life of consumers. Our joy at AGRANA FRUIT is collaborating with our customers and developing crave-worthy tastes for their brands. Our range of services include technical know-how across the frozen dairy segments, deep dives into the latest trends, tastes and preferences and global insights, discovering what's new and innovative. We combine these services with our customized product development expertise.

## APPLICATIONS

- Water-based
- Dairy-based
- Plant-based
- Frozen yogurt

## SOLUTIONS

### Essential ingredients

- Supporting product development with variegates & bases
- Strawberry solutions (4+1, 7+1, 7+3)
  - Formulated fruit preparations
  - Brown sauces preparations
  - Fruit purees

## Distinctive ingredients

Adding a unique touch to your ice cream

- Core fillings
- Ripple toppings
- Sauces with inclusions
- Coatings



For packaging & formulations please check page 40-41



**This is not  
a strawberry sauce.**

**But a swirl of indulgence for  
our customers' tastebuds.**

# Food service.

Our tailor-made solutions for hotels, restaurants and coffee shops incorporate the latest state-of-the-art technology and our proven expertise, making us the trusted global partner for our QSR and HoReCa customers. Our passion lies in creating delightful experiences for our customers and their consumers!

## APPLICATIONS

- Ice creams and sundaes
- Milk shakes
- Cold and hot beverages
- Bakery products
- Desserts
- Savory snacks

## FRUIT (WITH AND WITHOUT PIECES) & BROWN FLAVOR SOLUTIONS

- Sauces and toppings
- Syrups, concentrates and beverage bases
- Fillings for bakery products

## OTHER SOLUTIONS

- Preparations with inclusions: cereals, splits, cocoa butter crunchies
- Dried fruits
- Frozen fruits



For packaging & formulations please check page 40-41

# WATSON SAYS

» WELCOME  
TO MY WORLD «



## Your inspiring partner for amazing beverages.

Baristas, chefs and cooks have creative minds and their ideas require one thing above all: inspiration. For this reason we have created our beverage brand Watson Says. It inspires, acting as a silent partner, aiming to shed the limelight on its customers' creations. At the same time, the brand offers creative talents a whole world of taste experiences, allowing their ideas to flourish without restrictions.

As a partner, Watson Says can also leverage the scale, experience, global contacts and expertise of AGRANA Fruit to benefit customers. Devising new ideas and creating new products has never been more fun than with this silent source of inspiration on hand.

### WATSON SAYS PORTFOLIO

The product range provides the perfect solution for each and every occasion and usage. Watson Says includes 4 categories:

- » tasty SYRUPS
- » delicious SAUCES
- » fabulous CONCENTRATES
- » outstanding FRUIT MIXES

> Find more on  
[watsonsays.com](https://www.watsonsays.com)



**This is not  
a frozen raspberry.  
But one of many  
smart ideas.**

# Specialty products.

As a trustworthy partner with a global network, experience, and a proven track record, we are not only geographically close to our customers but also have a professional understanding of how to implement highly specific products and solutions. Frozen, dried, or inclusions – your product ideas and needs will be carefully considered, be it for retail, food service, and food industries. Availability of specialties might vary within affiliates. Please check with your local AGRANA Fruit representative.

## FROZEN FRUITS

Our frozen fruits are picked at the peak of their ripeness and immediately frozen. This ensures the best quality and taste.

### APPLICATIONS

- Smoothies
- Pies, cakes, tartlets and other bakery products
- Desserts
- Freeze dried snacks and cereals

### SOLUTIONS

- Individually quick frozen (IQF) fruits and specialties
- Mixed frozen fruits
- Block frozen & sugar added fruits
- Premium fruit purees, including a specific range for cocktails
- Fruit coulis
- Coated and pre-formed decorative fruit discs that lose less juice after thawing



For packaging & formulations please check page 40–41

## DRIED FRUITS

From the healthiest low-calorie treat to indulgent and pleasant taste sensations: Our dried fruit range is wide, we have four different categories ready to be part of your portfolio.

1

### DRIED FRUITS

100% fruit, additive-free and soft texture

2

### FRUIT SHEETS

Fine sheets of concentrated fruit and puree (in different shapes)

3

### INFUSED FRUITS

Fruit with special infusion to boost the sweetness of your products

4

### INCLUSIONS

Fruit purees with a touch of color and flavor chopped into fine dices

## INCLUSIONS

Texture plays a vital role when we indulge in dairy products. Chocolate inclusions like AGRANA Fruit's chocolate crunchies and splits add texture for a pleasant eating experience, also available as organic and palm oil-free. Our aseptic ready-to-use preparations (fruit or brown flavor) with inclusions offer a crunchy texture experience for the entire shelf life of the product and can be used in various yogurt applications.



For packaging & formulations please check page 40–41



## FILLINGS & TOPPINGS FOR BAKERY & DESSERTS

It's like love at first sight: When you see a cake, a pastry, a cookie, or a biscuit you simply can't resist. Our wide range of bakery solutions is ready to support your creations, from the most artisanal products to industrial profiles.

### APPLICATIONS

- Biscuits: filled biscuits, filled co-extruded biscuits, sandwich biscuits
- Snack bars: cereal, fruit, nut and energy
- Cakes: cake, jaffa cake, sponge cake, soft cake, filled pastry
- Frozen desserts, frozen tarts

- Frozen dumplings
- Frozen pastries

### SOLUTIONS

Fruits or brown flavor fillings with or without pieces

### For:

- Ambient stored & dry products
- Ambient stored & medium dry products
- Frozen stored products

For packaging & formulations please check page 40–41

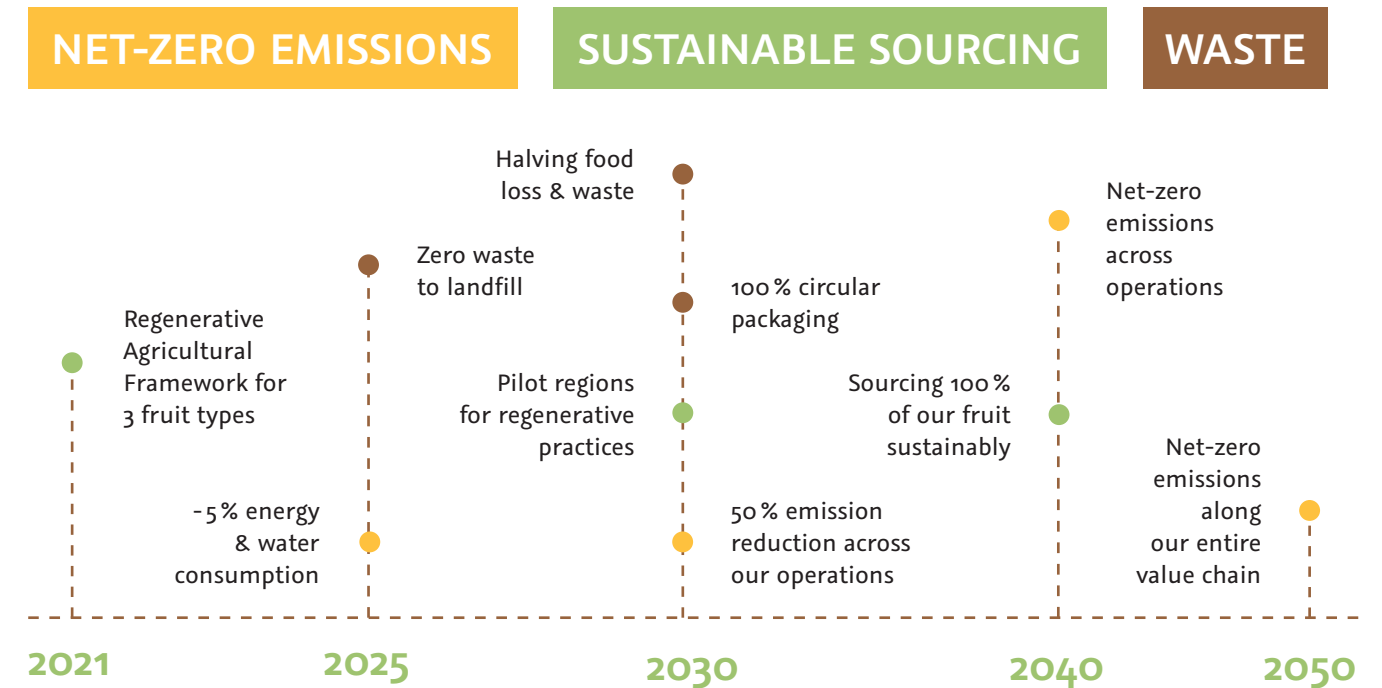




**This is not a banana.  
But sustainable packaging  
created by nature.**

# Sustainability.

We understand that it is our responsibility to do everything we can to preserve the earth for future generations and we know that customers prefer products that benefit themselves and the environment. That's why the environment, social responsibility and proper governance are at the core of everything we do. Our company's mission for a sustainable future is defined by being authentic, aspirational and altruistic.



WE PROVIDE OFFICIAL CERTIFIED PRODUCTS AND PACKAGINGS FOR OUR CUSTOMERS.



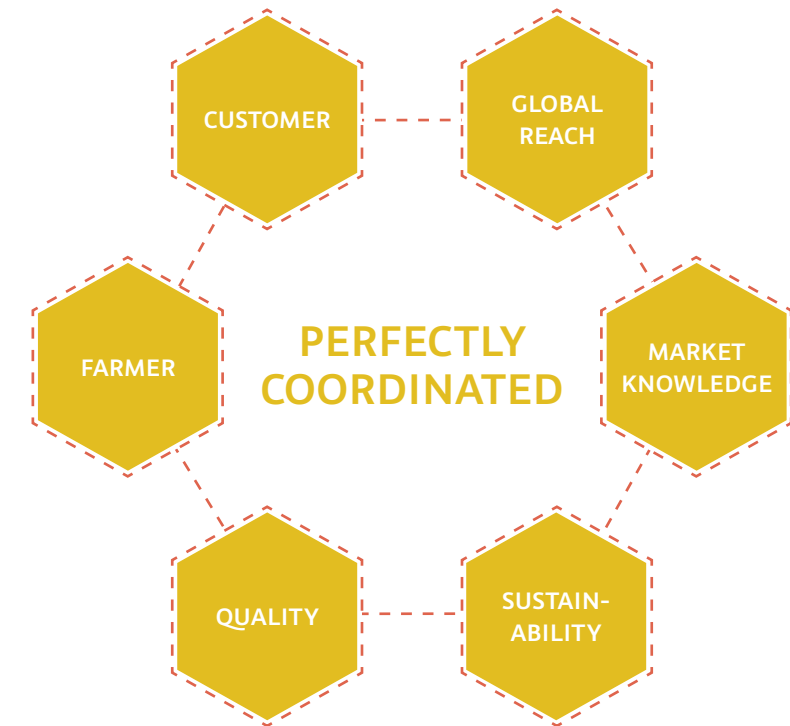


**This is not a grapefruit.**  
**But your global access**  
**to fruit.**

# Procurement.

Matching the exact needs of our customers is one of our greatest strengths, besides perfectly coordinated procurement. Despite all economical and logistical challenges we ensure a steady and reliable supply. Our reach allows us to be a reliable partner to match the needs of our customers.

We also consider the manner and procedures we employ, going beyond processing the orders we receive. To us, procurement is an art that benefits all stakeholders – farmers, customers and the environment. By taking quality, traceability and sustainability into account, our highly qualified team of experts travels the world to identify sources and suppliers of the most sought-after fruits.





**This is not a starfruit.  
But a symbol of where  
we set our quality level.**

# Quality.

Delivering tangible quality and product safety – for everyone, everywhere, every day – is of utmost importance for us. It also represents a key part of our vision and mission which we achieve by implementing, maintaining and continuously improving our quality management system.

## AGRANA FRUIT'S QUALITY MISSION IS BASED ON FOUR PILLARS:



Quality certifications and product standards which we offer:  
ISO9001, ISO22000, FSSC22000, IFS, BRC, HACCP, Organic, Halal.

Different certifications apply depending on the production site.



**These are not citrus fruits.**  
**But our passion for diversity, equity & inclusion.**

# Our people.

At AGRANA Fruit, we understand that the key to our success lies in our employees. Just like plants and fruits need sun, water, fresh air and nourishment to thrive, we constantly focus on the growth and development of our team members.



We truly believe that co-operation, appreciation for different cultures, and tolerance form an environment in which highly qualified employees are motivated to deliver top performance. Providing a working environment characterized by openness, diversity, inclusion, safe working conditions, and mutual respect enables our teams to fully deploy their skills.

In addition to professional, personal and skill-based competencies along with the AGRANA Fruit leadership pillars, our working culture has been developed as follows:

- Taking responsibility and making decisions
- Facilitating a healthy balance between professional and personal life
- Recognition, fostering exchange and collaboration
- Working in a performance and result-oriented way
- Acting consistently

# Packaging solutions, formulations & technologies.

Delivering the creations we developed for and with our customers is of course the last-but-not-least-step, that wraps the package up. Below is an overview of the variety of packaging, formulations and technologies we offer. For further information please contact your local AGRANA Fruit sales representative as listed on page 43. Please note that packaging solutions may vary between affiliates.

## PACKAGING SOLUTIONS

Categories	Containers (Stainless steel, IBC)	Bag-in-drum	Bag-in-box	Bag-in-bag	Bags & pouches (pillow, ziplock)	Buckets	Boxes	Bottles	Trays
Dairy and Dairy alternatives	●	●	●			●			
Ice cream	●	●	●			●			
Food service	●	●	●		●	●		●	
Frozen fruits				●	●	●	●	●	●
Dried fruits			●		●				●
Bakery	●	●	●			●			

## FORMULATIONS & TECHNOLOGIES

Categories	Healthy nutrition positioning*	Indulgent positioning	Natural positioning**	Sweetening system solutions***	Halal	Kosher	Vegan	Vegetarian	Without stabilizers	Low water activity	Bake-stable fillings	Non-bake deposit fillings
Dairy and Dairy alternatives	●	●	●	●	●	●	●	●	●			
Ice cream	●	●	●	●	●	●	●	●	●			
Food service	●	●	●	●	●	●	●	●	●			
Frozen fruits	●	●	●		●	●	●	●	●			
Bakery	●	●	●	●	●	●	●	●		●	●	●

\*Healthy Nutrition positioning: enrichment with vitamins/minerals, protein, plant proteins, fibers, etc.

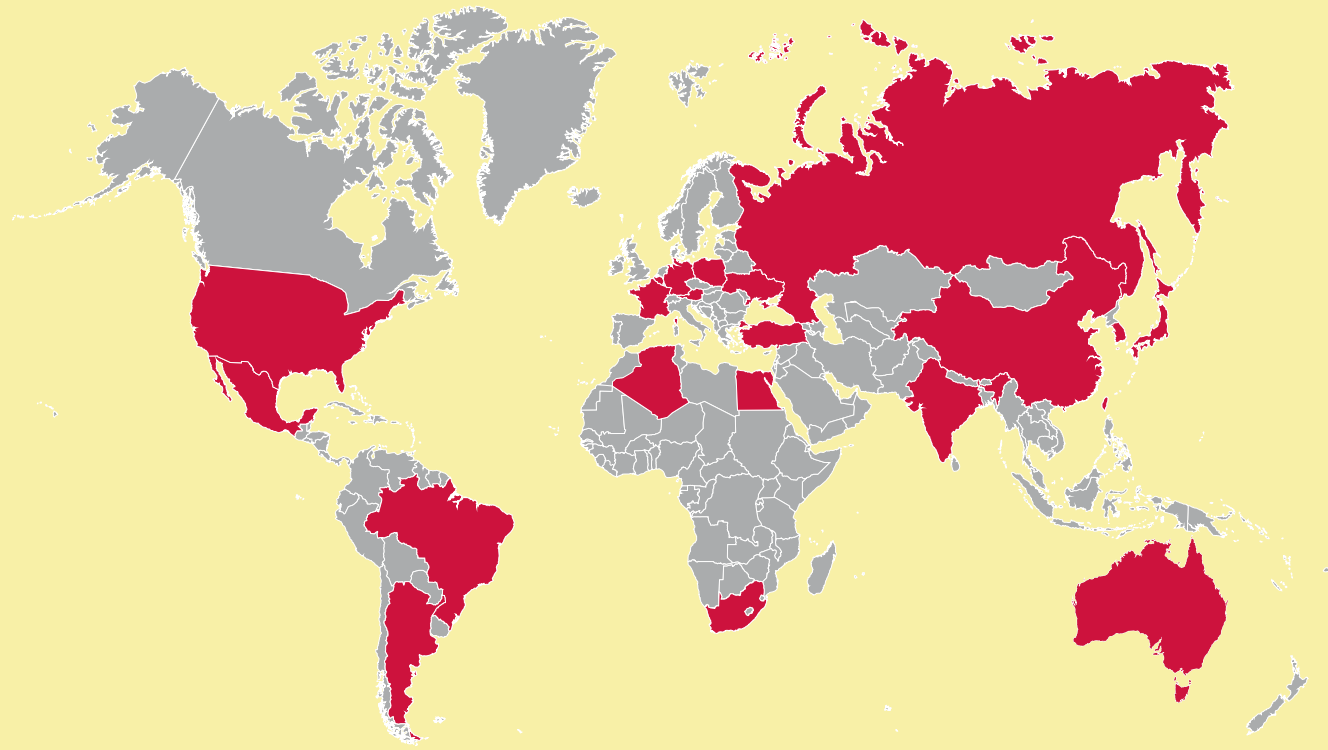
\*\*Natural positioning: all natural, clean label, organic, GMO-free, fair trade, etc.

\*\*\*Sweetening system solutions: natural sugars, reduced sugars, no added sugars, etc.

# Always near in a big world.

AGRANA Fruit is truly the only global food solutions supplier – with 26 fruit processing plants located across the globe. We have over 4,900 employees, offering a comprehensive knowledge base that allows us to meet the needs of both local and global customers. The close proximity of AGRANA Fruit to our customers enables high levels of responsiveness and our network flexibility allows for optimum service. Our employees are connected through a global network that focuses on market proximity, local customer needs, and local taste preferences.

## FIND YOUR LOCAL AGRANA FRUIT REPRESENTATIVE AND GET IN TOUCH!



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