

AGRANA Fruit  
Texture Solutions



**Fruit Bliss Sorbets**  
Fruit Superiority

# Fruit Bliss Sorbets

Elevate refreshing sorbets with a premium fruit experience. A convenient all-in-one solution for ice cream producers to excite the taste buds of their consumers with sorbets including small fruit particles for a multi-sensory experience.



## MARKET INSIGHTS

50% of consumers globally are (very) influenced by texture in their choice of food and drink products (FMCG Gurus). Multi-sensory experiences are especially critical in the ice cream category. Sorbets or water-based ice creams experience a premiumization wave for elevated experiences.



## TARGET GROUPS

**Industry:** Ice cream producers

**Consumers:** Consumers looking for a sophisticated sorbet experience with real fruit inside



## YOUR BENEFITS

- Enhanced mouthfeel of your sorbets
- Superior fruit integrity of fruit particles inside water-based ice creams
- Convenient ready-to-use solution
- Extensive fruit sourcing and processing expertise for premium fruit experience.



## CONSUMER NEEDS

Elevated and refreshing fruit sorbets with real fruit



## OUR SOLUTION(S)

Ready to use compound mix for sorbets with fruit pieces available in many fruit combinations such as wild berry mix, mango passionfruit, lemon.



## GET IN TOUCH WITH US!

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🌐 [www.agrana.com](http://www.agrana.com)

in [AGRANA Fruit](#)

📷 [agrana.fruit](https://www.instagram.com/agrana.fruit)

At AGRANA Fruit, we have a passion for great food and innovation. We offer a variety of fruit, brown flavor, and specialty solutions for the food & beverage industry.

With our network of experts located in 21 countries across the globe, we capture “what’s next” and co-create tailor-made solutions delighting consumers around the world.