

# NURTURED TO PERFECTION

It's the simple everyday things that make our berries so tasty, healthy, and give them the perfect texture. Each parcel of land we farm with care and respect. Each weed we pull by hand. Each extra day we wait to ensure crops are harvested at peak ripeness. Each minute saved between field and freezer. Each unwanted substance detected and eliminated. And each delicious bite our customers enjoy.

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a **Fruit d'Or** partner

# CRANFLAKES®

UNSWEETENED, FLAKY AND CRUNCHY

## DRIED CRANBERRY REVOLUTION



**ORGANIC**  
AT ITS VERY BEST

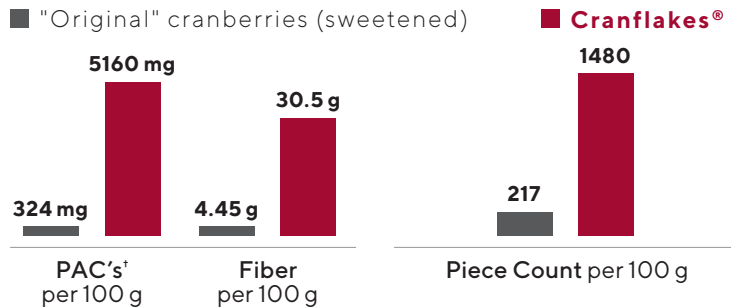
**berrico**

# CRANFLAKES® - UNSWEETENED

Fruit d'Or

## ONLY ONE INGREDIENT.

Our all-new invention, the **Cranflakes®** are cranberry flakes with no added sugar, dried at low temperature to concentrate the benefits. Besides adding a tangy, crunchy note to your product, **Cranflakes®** will provide a high amount of fiber and polyphenols.



**CRANFLAKES® ARE VERY LIGHT. WHAT YOU GET ARE CRUNCHY FRUIT FLAKES, NOT SUGAR.**

THAT MEANS THAT FOR EVERY POUND OF CRANFLAKES®, YOU GET **SIX TO SEVEN TIMES MORE FRUIT** THAN "ORIGINAL" CRANBERRIES.

Consumers want antioxidant-rich berry products with a variety of textures—especially crunchy—and of course, with as little sugar as possible.

## SOME FACTS

### CEREALS AND BARS

+ 17% CAGR for cereal new product launches (NPL), 2013-2018

+ **20%** with cranberries<sup>1</sup>

### SNACKS

+ 50% CAGR for all Snacks NPL, 2013-2018

+ **64%** with cranberries

### CHOCOLATE CONFECTIONERY

+ 4% CAGR for chocolate confectionery NPL, 2013-2018

+ **31%** with cranberries<sup>1</sup>

### TEXTURE

(ALL BAKERY AND BARS, CEREALS, CONFECTIONARY AND SNACKS)

Roughly 15,000 new product launches with a texture claim for 2018

compared with 1,250 for 2013.<sup>2</sup>

**53%** of them with a crunchy or crispy claim for 2018.

TEXTURE CLAIMS	% PENETRATION FOR 2018
Crunchy	27
Crispy	26
Soft	16
Creamy	11
Smooth	8
Chewy	8
Thin	7
Chunky	4
Moist	2
Tender	2



Example of application

<sup>†</sup> Soluble and insoluble proanthocyanidines

<sup>1</sup> Innova Market Insights 2018

<sup>2</sup> Innova Market Insights 2018, top 3 texture claims, global, all categories