Capturing the vibrancy from fruit

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Capturing the vibrancy from fruit – Solutions for fruit juice consumption ......................................................... 234

Andreas Bruchmann, Technical Service Manager for Fruit Processing Ingredients & Grain Processing at DSM Food Specialties Germany, discusses the key drivers for fruit juice consumption, the challenges for fruit processors and market opportunities ...

**MARKETS**

Nick Peksa

Does orange juice need a refresh? ................................................................. 236

Over the past couple of decades industry in general has undergone tremendous change. Experts believe we are now on the cusp of the 4th industrial revolution – the age of artificial intelligence. The orange juice industry has globalised, rationalised and has started to take steps towards the next phase of evolution – but should the industry be paying more attention to the consumer instead? Orange juice, being one of the breakfast staples, has always been perceived as a pioneer of food industry ...

**PACKAGING**

Heike Thevis

A new digital solution for traceability, digital marketing and supply chain optimisation ........................................... 240

The project started with the launch of the Languiru “Qualidade do início ao Fim” (“Quality from Beginning to End”) dairy line. The filled aseptic carton packs from SIG Combibloc are printed with individual and unique QR codes at the time of production. In addition, the trays are printed with unique QR codes; the pallets with barcodes. This provides a convenient digital solution to monitor the supply chain and the quality process ...

**IMPRINT**

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MARKETS

Marcos Fava Neves, Larissa Mayer Munhos
Strategies for turning exotic fruits into attractive products  ............................................. 242

Some exotic fruits are available only at their place of origin and are part of local populations day-to-day life and diet and for some people an important source of income. For the foreigners who land on these areas and try them, the new sensorial experience regarding to taste, appearance, texture, or smell can lead to various sensations ...

PROCESS TECHNOLOGY

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ELEA PEF technology for high quality (green) juice  ......................................................... 244

The demand on fresh juice products is steadily increasing. Especially, smoothies are very popular due to its high healthiness. More and more so called green smoothies are on the market containing spinach, kale or even salad leaves. These green smoothies are rich in vitamins and minerals. The extract giving the freshly made smoothie the bright green colour is the secondary plant compound chlorophyll. Due to its similar structure ...

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drinktec, the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry”, has much to offer, not just in terms of the presentations by the exhibitors. The specialist supporting program explores the future of the sector, picks up on key current themes and offers exhibitors and visitors a great deal of real added value – all free of charge and right in the middle of the action at the show ...

PROCESS TECHNOLOGY

Milind Kulkarni
Custard apple de-seeding machine – a patent filed innovation  ............................... 256

Custard apple, which is grown under various names across the world, has a huge demand in India and abroad. In recent years, the use of Custard apple has increased in ice-cream and fruit shakes. However, processors are failing to meet the demand due to short shelf-life of the fruit and availability of no machines for separation of seeds from sitaphal's pulp ...

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