TASTE THE WORLD

ANOTHER TOUR AROUND THE WORLD

ORANA
WHAT IS TASTE?
Who Decides?

➢ Cashew Juice → No. 1 in Brazil
➢ Mountain Dew → No. 1 CSD in Oman
➢ Masala Chai Tea → No. 1 Beverage in India
➢ Iced Tea → More Consumed than Cola in Switzerland
➢ Coconut Water → No. 1 Drink in Vietnam
ORANA IS:

- Fruit Based Raw Materials. Tailor Made
- Fit to Each Individual Market Demand and Costumer
- 80 Years of Experience in Fruit
- Industrial Fruit + Food Service
- Technology Transfer
- 4 R&D Centres and 8 Local Sales Offices
- 3 Production Sites and 2 Co-production Sites
- All Relevant Food Safety and CSR Certificates
TASTE THE WORLD
Be inspired...

NORDIC  AFRICAN  ARABIC  INDIAN  ASIAN
TASTE THE WORLD
NORDIC
Nordic Market Trends

• Organic
• Functional
• Fresh, Single Strength
• Local Niche Producers
• Clean Label
• Vegetables
Orana Nordic Range

Elderflower

- Organic
- Natural
- Anti-inflammatory
- Antiviral
- Reduces Blood Sugar Levels

Orana Ideas:
- Blackberry/Bilberry/Raspberry/Elderflower Nectar
- Elderflower/Lemon Drink
- Blackcurrant/Elderflower CSD
- Elderflower/Orange Smoothie
- Elderflower Sorbet
Sea Buckthorn

- Fatty Acids (Omega 3,6,7)
- Dietary Minerals
- Superfruit
- Full of Vitamins (C and E)

Orana Ideas:

- Apple/Sea Buckthorn/Ginger Nectar
- Sea Buckthorn Ice Cream
- Rosehip/Sea Buckthorn Fruit Preparation (St. Yog)
- Sea Buckthorn/Quince Fruit Preparation (St. Yog)
Orana Nordic Range

Beetroot

• Organic Colour
• Low Fat
• Folic Acid
• Full of Fibers
• Mixed Fruit
• Mixed Vegetables

Orana Ideas:

• Raspberry/Beetroot/Liquorice Nectar
• Beetroot/Apple/Cherry Juice
• Orange/Carrot/Beetroot Fruit&Vegetable Juice
• Apple/Beetroot/Ginger Nectar
• Beetroot Sauce/Glaze
Orana Nordic Range

Rhubarb

- Classic Nordic Taste
- Dietary Fiber
- Vitamin B-Complex
- Minerals
- Limiting Neuronal Damage

Orana Ideas:

- Rhubarb/Elderflower Drink
- Raspberry/Rhubarb CSD
- Strawberry/Rhubarb Fruit&Veg Juice
- Rhubarb/Vanilla Drinking Yog
Kale

- Vitamin A, C, K
- Calcium
- Copper
- Treating Alzheimer’s Disease
- No Cholesterol

Orana Ideas:

- Nordic Green Fruit & Veg Juice with Kale
- Pear/Kiwi/Mango/Grape/Kale/Guava/Spinach/Lime Smoothie
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AFRICAN
African Market Trends

- Fast-developing Market
- Strong Colours
- Sweet
- Less Health-oriented
- Snacking-trend
Orana African Range

Baobab

• Vitamins
• Antioxidants
• Calcium
• Healthy Fibers

Orana Ideas:

• Baobab/Mango Drink
• Baobab/Passion Fruit Drink
• Baobab/Blueberry Drink
• Baobab/Pineapple Drink
• Baobab/+++
Orana African Range

Hibiscus

- Anti-inflammatory
- Reduces Blood Pressure
- Supports Heart Health

Orana Ideas:

- Hibiscus/Rose/Grape Nectar
- Hibiscus/Red Grape Drink
- Hibiscus/Strawberry Drink
- Acerola/Raspberry/Hibiscus/Rooibos Tea Drink
Orana African Range

Passion Fruit

- Full of Fiber
- Iron
- Copper
- Magnesium
- Dietary Fiber

Orana Ideas:

- Apple/Banana/Passion Fruit/Peach/Mandarin Smoothie
- Orange/Mango/Passion Fruit Nectar
- Soursop/Blueberry/Passion Fruit Whey Drink
- Passion Fruit Crush/Smoothie with seeds
Orana African Range

Pineapple

- Immune System
- Vitamin C
- Anti-inflammatory
- Anti-cancer Properties
- Low in Calories

Orana Ideas:

- Orange/Pineapple Juice Milk
- Pineapple/Coconut CSD
- Pineapple Whey Drink
- Mango/Pineapple Crush/Smoothie
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ARABIC
• Towards Health Oriented
• Reduced Sugar
• Non-traditional fruits
• Fruits & Vegetables
• Juices with Pieces
• Less Artificial colours
Orana Arabic Range

Date

• Energy
• Iron
• Calcium and Copper
• B-complex Vitamins

Orana Ideas:

• Date/Anise Drink
• Date/Cinnamon Flavoured Milk
• Date/Tamarind Nectar
• Date/Honey Fruit Preparation (St. Yog)
Orana Arabic Range

Rose

- Zinc
- Sweetening
- Various Vitamins
- Natural flavour

Orana Ideas:

- Hibiscus/Rose/Grape Nectar
- Tamarind/Rose CSD
- Lychee/Rose Ice Cream
Orana Arabic Range

Pomegranate (Mediterranean)

• Antioxidants
• Vitamin C
• Dietary Fibers
• Preventing Diabetes

Orana Ideas:

• Pomegranate/Raspberry CSD
• Blackcurrant/Blueberry/Pomegranate Nectar
• Pomegranate/Red Grape/Aloe Vera Drink w. pieces
• Pomegranate/Guava Drinking Yog
• Kokum/Pomegranate Nectar
Tamarind

- Dietary Fibers
- Various Minerals
- Vitamins
- Tartaric Acids

Orana Ideas:

- Tamarind/Ginger Nectar
- Tamarind/Cinnamon Flavoured Milk
- Tamarind/Lemon CSD
- Tamarind/Elderflower/White Tea Drink
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INDIAN
Indian Market Trends

- Spices
- Vegetable Juices
- Ethnic and Traditional Ranges
- Tea Concepts
- Winter Juices
Orana Indian Range

Tulsi

• Basil related plant ("Holy Basil")
• Queen of Herbs
• Reduces Asthma Problems
• Vitamins A,C,K
• Calcium
• Iron

Orana Ideas

• Tulsi Lemon Tea
• Tulsi/Honey Drink
Orana Indian Range

Jamun

• Nutrients
• Antioxidants
• Diabetes Treatment
• Low on Calories

Orana Ideas:

• Jamun Drink
• Jamun/Plum Nectar
Orana Indian Range

Paan

- Betel Leaves, Fennel, Dry Dates, Rose Leaves
- Areca Nut
- Aromatic
- Essential Oils
- Anti-bacterial

Orana Ideas:

- Paan Drinking Yoghurt
- Paan Ice Cream
Orana Indian Range

Spices

- Cardamom
- Cinnamon
- Cumin
- Masala (Cinnamon, Cardamom, Cloves, Ginger, Anis, Peber)
- Red Chili
- Saffron

Orana Ideas:

- Coffee/Cardamom Flavoured Milk
- Date/Cinnamon Drink
- Masala Chai Milk Drink
- Cherry/Saffron/Chili Nectar
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ASIAN
Asian Market Trends

- Highly Developed Market
- Functionality (for ages)
- Health and Beauty Drinks
- Drinks with Pieces (first mover)
Orana Asian Range

Soursop
- Fibers
- Iron
- Calcium
- Relieves Fever and Pain

Orana Ideas:
- **Soursop**/Pink Guava Drink
- **Soursop**/Red Dragonfruit/Lychee Nectar
- **Soursop**/Blueberry/Passion Fruit Whey/Milk Drink
- **Soursop** Fruit Preparation (St. Yog)
Jackfruit

- Protein
- Vitamins A, B, C
- Iron and Magnesium
- Dietary Fibers

Orana Ideas:

- **Jackfruit** Ice Cream
- Tropical Mix Fruit w. **Jackfruit** Fruit Preparation (St. Yog)
Orana Asian Range

Dragonfruit

• Superfruit
• Practically No Fat
• Vitamin C
• Iron

Orana Ideas:

• Dragonfruit/Nata de Coco Fruit Preparation (St. Yog)
• Guava/Dragonfruit/Lychee Nectar
• Dragonfruit/Passion Fruit Drinking Yog
Orana Asian Range

Mangosteen

• Energy
• Fiber
• Low in Calories
• Low in Fat
• Anti-inflammatory

Orana Ideas:

• Mangosteen/Red Grape/Aloe Vera Nectar
• Mangosteen/Chili Drink
• Coconut/Red Dragonfruit/Mangosteen Drink
Orana Asian Range

Aloe Vera

- Herbal Medicine
- Amino Acids and Fatty Acids
- Vitamins
- Minerals
- Great for the Skin

Orana Ideas:

- Aloe Vera/Orange Crush/Smoothie
- Green Apple/Aloe Vera Drinking Yog
- Aloe Vera/Lychee Drink
- Quince/Aloe Vera Fruit Preparation (St. Yog)
Orana Asian Range

Durian
• King of Fruits
• Energy
• Dietary Fiber
• Vitamins
• Minerals

Orana Idea:
• **Durian** Ice Cream
ORANA FRUIT BASED RAW MATERIALS FOR

- Dairy
- Beverage
- Bakery
- Food Service
Product Range

INDUSTRIAL

• Concentrates
• Compounds
• Extracts
• Pulps
• Fruit Preparations

Conventional and Organic

FOOD SERVICE

• Crushes
• Fillings
• Toppings
• Jams
• Spreads
• Baking Jams
• Syrups
ICE CREAM

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www.osterberg-ice.dk
Thank you!