



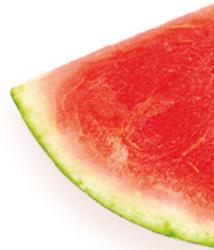
Fresh cut fruit

**naturae**<sup>®</sup>

# Fresh cut fruit

in its own juice

and nothing else



“

At **Naturae**<sup>®</sup>, we produce simple foods, only based on natural elements, but able to make a difference. We work with traditional products, but which now bring **more benefits than ever before.**

”

Our manufacturing process makes the difference.

2015	2016 - 2017	2019 - 2020
 <p>Pyme Start Up <b>CEPYME</b> 2015</p>	 <p>Comisión Europea   i+d</p>	 <p>QUALITY INNOVATION AWARD</p>
<p>Best Entrepreneurial Company in Spain</p>	<p>Seal of Excellence in R&amp;D</p>	<p>National Award 2019 &amp; International Award 2020 for Sustainable Innovation</p>

**naturae**<sup>®</sup>

# fresh cut fruit

The best of fresh cut fruit  
and ready to take away!

-  **Natural Cold Process**<sup>®</sup>
-  **Up to 40 days refrigerated**
-  **HPP Technology**
-  **Suitable for vegans**
-  **Gluten-free**
-  **No added sugar**
-  **No chemical preservatives**
-  **No Aggressive Heat Treatments**
-  **Stands 4h out of the fridge**



Just imagine taking with you a portion of your favorite fruits such as **a melon, watermelon or pineapple**. Ideal for eating at work, for your children as a snack or at school break, at home without wasting time cutting fruit, to go to the beach or for excursions, to make a break in the gym ...

**Now this is possible thanks to Naturae®!**



### What is the product **target group**?

**33%** of people want to consume watermelon, melon and pineapple during the 12 months of the year.

**10%** of workers eat at work and they do not have fruit in convenience format.

**20%** of schoolchildren who have it hard to eat fruit at school break or at afternoon snack.

**33%** of single-member families, for whom there are no single-dose formats.

### What is its main **technological difference** over other fresh cut fruit?

Our watermelons and melons are grown and selected according to the highest quality standards of the largest European producer.

- ✓ Genetics Fashion + HP Technology: **multiplies by 10 its useful life, reaching up to 40 days.**
- ✓ **It can be kept without refrigeration for 4 hours.**



\*The statistical data mentioned have been obtained from official sources and relate to the EU.



## What are the advantages for the consumer?

	Snack Naturae	Conventional cut fruit
4 hours out of the fridge: To be enjoyed wherever and whenever	✓	✗
Healthy: without preservatives, without thermal treatment, without added sugars	✓	✗
Take-away single-dose format or in packs of three (watermelon, melon and pineapple)	✓	✗
No risk: treated against Listeria, Salmonella, E.Coli	✓	✗
Watertight: Contaminations free, to be taken wherever wanted	✓	✗
Easy to eat: includes reusable fork and straw	✓	✗
To be consumed 12 months a year	✓	✗



Our manufacturing process makes the difference.



### Natural Cold Process® The most natural extraction

The method of extraction of Naturae® with Cold Press® technology allows to preserve intact all the nutrients of vegetables and fruits. This maximizes their vitamin and mineral content and minimizes oxidation, resulting in natural, healthy, flavourful juices.



### HPP technology No more chemical preservatives or pathogens in fresh cut fruit

The innovative HPP technology is the best alternative to pasteurization and to the use of chemical preservatives. To eliminate pathogens, pre-packaged foods are subjected to high pressure for short periods of time. High pressures reduce microbiological flora as effectively as heat treatments, but cold processing does not result in alterations to the healthy properties of the food, and the addition of chemical preservatives is not required.



## What are the advantages for the large surface?

	Snack Naturae	Conventional cut fruit
Longer shelf life: less waste and lower costs	✓	✗
Longer shelf life: more efficient picking processes in stores	✓	✗
A new convenience format that increases market niche: more turnover	✓	✗
Promoted in television, press, schools, sports events, etc.	✓	✗



# Our range of fresh cut fruit

Thanks to our innovative Cold Press® and HPP processes, Naturae® is proud to introduce to you our new line of fresh cut fruit. Enjoy the best of watermelon, melon or pineapple at any time and with its properties and benefits intact.

The best way to enjoy your favourite fruit every day!



Fresh cut watermelon in its own juice



Ingredients: watermelon [100%]

Nutritional information (per 100ml/IR*):		
Energy (kJ/kcal)	168/40	2%
Carbohydrates (g)	9,1	4%
sugar (g)	8,7	10%
Fat (g)	0	0%
saturated fat (g)	0	0%
Proteins (g)	0,2	2%
Salt (g)	0,02	<1%

\*IR: Reference intake of an average adult (8,400kJ/ 2,000 kcal)



Fresh cut melon in its own juice



Ingredients: melon [100%]

Nutritional information (per 100ml/IR*):		
Energy (kJ/kcal)	109/26	1%
Carbohydrates (g)	5,7	2%
sugar (g)	5	6%
Fat (g)	0	0%
saturated fat (g)	0	0%
Proteins (g)	0,7	1%
Salt (g)	0,05	<1%

\*IR: Reference intake of an average adult (8,400kJ/ 2,000 kcal)



Fresh cut pineapple in its own juice



Ingredients: pineapple [100%]

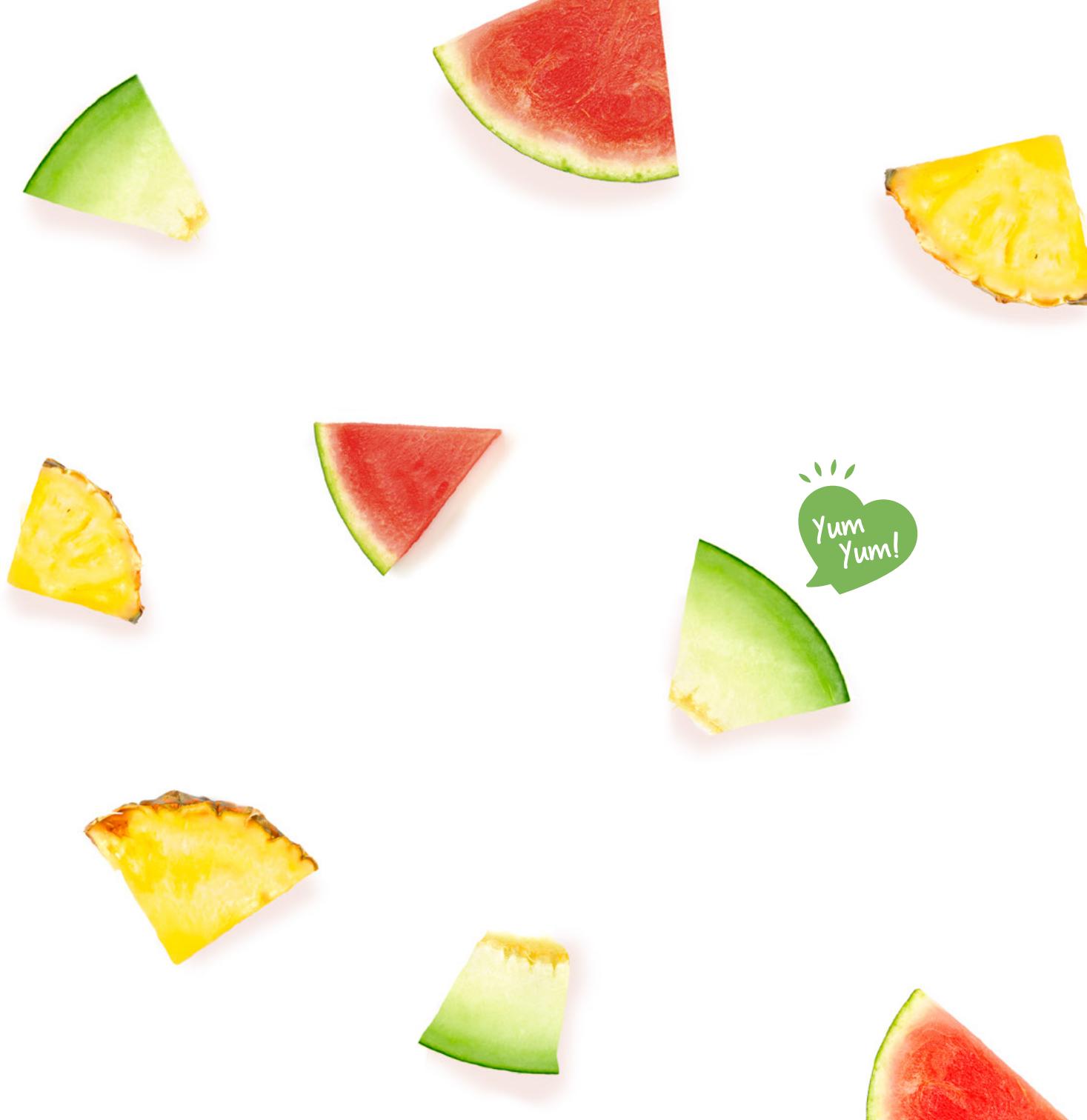
Nutritional information (per 100ml/IR*):		
Energy (kJ/kcal)	219/52	3%
Carbohydrates (g)	12,4	5%
sugar (g)	10,7	12%
Fat (g)	0	0%
saturated fat (g)	0	0%
Proteins (g)	0,5	1%
Salt (g)	0,01	<1%

\*IR: Reference intake of an average adult (8,400kJ/ 2,000 kcal)



[www.naturae.es](http://www.naturae.es)

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