





HOW CONSUMERS ENGAGE WITH FOOD

Which trends are our target groups following? Which innovations offer genuine added value? How do we ensure our continued success despite the challenges we face? We are fully aware of how today's demanding consumers evaluate and choose products. In particular, there is a growing importance attached to health benefits. The superfoods trend is a key area of focus.

Locally grown foods, such as kale and spinach, and foods from further afield, including avocado, are in high demand when it comes to maintaining health and enhancing wellbeing. It is no coincidence that superfoods have been responsible for significant sales growth at German food retailers. One of the most notable periods was from 2014 to 2016, during which turnover increased from 1.5 million to 42.6 million.



BENEFIT #1

intense aroma

BENEFIT #2

natural colour

BENEFIT #3

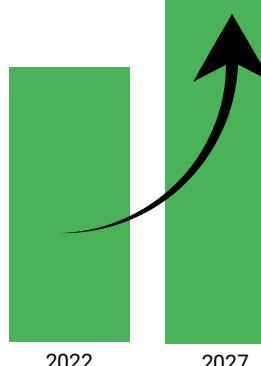
high content of vitamins and minerals

BENEFIT #4

no additives

MARKET SNAPSHOT

CAGR 6.6 %



Study Period:
2016 - 2027

Base Year:
2021

Fastest Growing Market:
Asia Pacific

Largest Market:
Asia Pacific

Source: Mordor Intelligence



FREEZE-DRIED VEGETABLES AND HERBS COLOURFUL POWER PACKS. ALWAYS AT HAND.

The freshly harvested aroma of freeze dried vegetables and herbs is incomparable. That's what makes it the perfect addition to instant soups and convenience foods.

Once dehydrated, freeze dried vegetables and herbs are virtually indistinguishable from the fresh original in nutritional value, taste and texture.

That's why they are extremely popular with outdoor enthusiasts, snack specialists and convenience food manufacturers. Available cuts:

- // whole
- // pieces
- // as granules in a range of sizes
- // as a powder, either pure or for coating

OUR VEGETABLES SELECTION

Broccoli // Capers // Carrots // Cauliflower // Celeriac // Corn // Cucumber // Garlic //
Green Asparagus // Green Beans // Kidney Beans // Leek // Mushrooms // Olives //
Onion, white // Onion, red // Parsley Root // Peas // Potato // Shallots // Spring Onion //
White Asparagus // Red Bell Pepper // Zucchini

OUR HERBS AND SPICES SELECTION

Basil // Chervil // Chives // Coriander // Dill // Green Chili // Ginger // Green Mint //
Green Peppercorn // Jalapeno // Lemongrass // Lovage // Marjoram // Oregano //
Parsley // Pink Peppercorn // Red Chili // Rosemary // Sage // Savory // Sorrel //
Tarragon // Thai Basil // Thyme // Wild Garlic

APPLICATIONS

FOOD AND DRINKS

// Healthy Snacking // Cheese // Quark // Smoothies // Shakes // Tea // Spice Blends // Soups
// Stews // Dressings // Sauces // Confectionary // Sports Nutrition // as a Coating

NUTRACEUTICALS

// Capsules // Liquids // Tablets // Powders // Granules // Pills // Juices // Drinks // Extracts

DISCOVER THE ADVANTAGES OF FREEZE-DRIED INGREDIENTS

01 / LONG SHELF LIFE

With airtight packaging, freeze-dried ingredients can be kept for several years and retain their flavour. Simply stored without refrigeration.

02 / WITHOUT PRESERVATIVES

The pure natural product, without additives or preservatives - that's what freeze-drying makes possible, and so it fits in perfectly with natural food trends.

03 / NATURAL COLOURS

Thanks to the gentle and fast freeze-drying process, the natural colours are preserved as far as possible - or return when the ingredients are used.

04 / FULL AROMA

Freeze-drying preserves the flavour by gently evaporating the water. When the product comes into contact with moisture again, it unfolds its full aroma.

OUR VEGETABLES

A SELECTION OF OUR HIGHLIGHTS



CORN

Freeze-dried corn is characterised by its rapid rehydration time, making it a convenient ingredient for a variety of applications, including snacking, cooking, and meal supplementation.

Freeze-dried corn retains most of its vitamins and minerals, making it a nutrient-rich option for emergency food supplies, camping, and outdoor activities.

Applications

Soups, Stews, Salads, Outdoor Food, Snacks, Dressings, Ready-to-Eat-Meals

Cut Sizes

Whole, Powder

Quality

Conventional



BROCCOLI

Freeze-dried broccoli is a highly sought-after ingredient in the food industry, valued for its nutritional benefits and versatility. One of the primary applications of freeze-dried broccoli is in the formulation of convenience foods, including soups, stews, and ready-to-eat meals.

Freeze-dried broccoli is an innovative product that offers a solution to meet the demands of modern food production and consumption while providing the health benefits of vegetables.

Applications

Dips, Sauces, Smoothies, Snacks, Ready-to-Eat-Meals

Cut Sizes

Powder, Grit 1-3 mm

Quality

Conventional



PEA

Freeze-dried peas are a convenient and nutritious option within the food industry, known for their long shelf life and ease of storage. They can contribute natural sweetness and texture to dishes while providing valuable protein, fibre, and vitamins.

Freeze-dried peas are an ideal solution for meeting the demands of a changing food market. They are a practical and sustainable option that caters to health-conscious consumers and those seeking convenience.

Applications

Soups, Stews, Salads, Smoothies, Dressings, Snacks, Ready-to-Eat-Meals

Cut Sizes

Whole, Crushed

Quality

Conventional



GREEN BEANS

Freeze-dried green beans are a nutritious and versatile ingredient increasingly utilized in the food industry. One of the primary applications of freeze-dried green beans is in the formulation of convenient meals and snacks.

Applications

Soups, Stews, Casseroles, Salads, Ready-to-Eat-Meals

Cut Size

Cross Cut 6 mm

Quality

Conventional



SPINACH

Freeze-dried spinach is a nutrient-dense ingredient that has gained popularity in the food industry for its numerous benefits and versatile applications.

Freeze-dried spinach can be seamlessly incorporated into a wide range of products, including soups, sauces, smoothies, pasta dishes, and snack bars. Additionally, freeze-dried spinach appeals to health-conscious consumers looking for convenient ways to add vegetables to their diets. Overall, freeze-dried spinach is a versatile and efficient solution for enriching food products while promoting nutritional wellness.

Applications

Soups, Stews, Sauces, Smoothies, Pasta Dishes, Ready-to-Eat-Meals

Cut Size

Pieces

Quality

Conventional

OUR HERBS AND SPICES

A SELECTION OF OUR HIGHLIGHTS



PARSLEY

In culinary applications, freeze-dried parsley offers convenience, as it eliminates the need for washing, chopping, and preparing fresh herbs. Its intense flavor can be easily rehydrated in soups, sauces, and marinades, enhancing the overall taste of dishes.

Additionally, freeze-dried parsley serves as a colourful garnish that can elevate the presentation of meals, making it an attractive option for food manufacturers and restaurants alike.

Applications

Soups, Stews, Salads, Smoothies, Dressings, Marinades, Ready-to-Eat-Meals

Cut Sizes

Leaves, Fine Cut

Quality

Conventional, Organic



PEPPERCORN

Freeze-dried peppercorns are an innovative ingredient gaining traction in the food industry, celebrated for their robust flavour and convenience.

One of the significant benefits of freeze-dried peppercorns is their ease of use. They can enhance various dishes, from sauces and marinades to soups and stews, delivering a burst of flavour without the need for extensive preparation. As consumers lean towards ready-to-use and versatile ingredients, freeze-dried peppercorns fit perfectly into the trend of convenience in cooking.

Applications

Dips, Sauces, Marinades, Meat, Fish, Soups, Stews, Ready-to-Eat-Meals

Cut Sizes

Whole, Crushed, Powder

Quality

Conventional



CHIVES

Freeze-dried chives have emerged as one of the most popular ingredient in the food industry, valued for their distinctive onion-like flavour and vibrant green colour.

In the food industry, freeze-dried chives find their way into a range of products, from soups and sauces to dips and dressings.

Applications

Soups, Stews, Salads, Egg Dishes, Outdoor Food, Dips, Dressings, Baked Goods, Marinades, Cheese, Ready-to-Eat-Meals

Cut Sizes

Flakes, Rings

Quality

Conventional, Organic



BASIL

Freeze-dried basil is a remarkable ingredient that has gained popularity in the food sector, valued for its rich aroma and vibrant flavour. The freeze-drying process effectively preserves the essential oils and nutrients of fresh basil, enabling it to maintain its characteristic taste and fragrance while extending its shelf life.

In culinary applications, freeze-dried basil can be swiftly rehydrated, enhancing a variety of recipes, from pasta sauces and pizzas to soups, salads, and marinades. It serves as a versatile seasoning that adds depth and complexity to dishes, making it particularly appealing in both home cooking and food manufacturing.

Applications

Pasta Sauces, Pizza, Soups, Salads, Pasta Dishes, Marinades, Ready-to-Eat-Meals

Cut Sizes

Leaves, Fine Cut 0-4 mm

Quality

Conventional, Organic



CHILI

Freeze-dried chili is a valuable ingredient in the food sector, renowned for its bold flavour and vibrant heat. In culinary applications, freeze-dried chili peppers can be integrated into a wide array of dishes, from sauces and salsas to soups, stews, and marinades.

Applications

Sauces, Salsas, Soups, Stews, Marinades

Cut Sizes

3 mm, 4x4 mm

Quality

Conventional



We fuel life's important moments.

We have a strong understanding of global culinary trends, and as a leading provider of freeze-dried ingredients, we work closely with our clients in the international food and beverage industry to develop custom product concepts.

We are committed to offering innovative products that are sourced directly from the ground up.

What is the most effective way to achieve this? We are dedicated to listening to our customers' needs, we are passionate about food products from seed to table, and we have a keen understanding of the market.

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FREEZE-DRY FOODS and PARADIESFRUCHT are part of **THRIVE FREEZEDRY**, world leader in freeze-dry, with more than 2,600 employees at locations in Europe, the USA, Latin America, and Asia.

