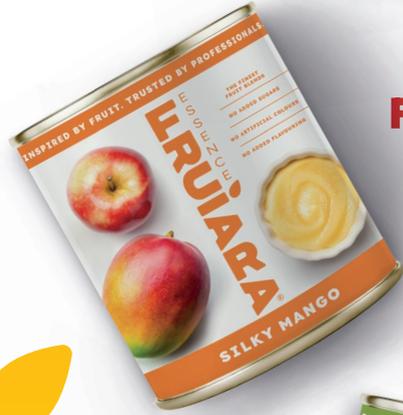
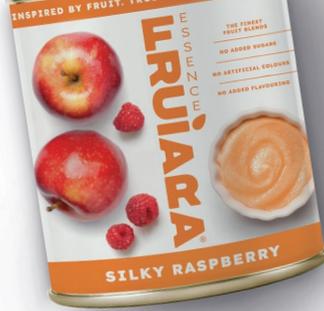


FRUJIARA



**YOUR
FOODSERVICE
PARTNER**





FRUIARA

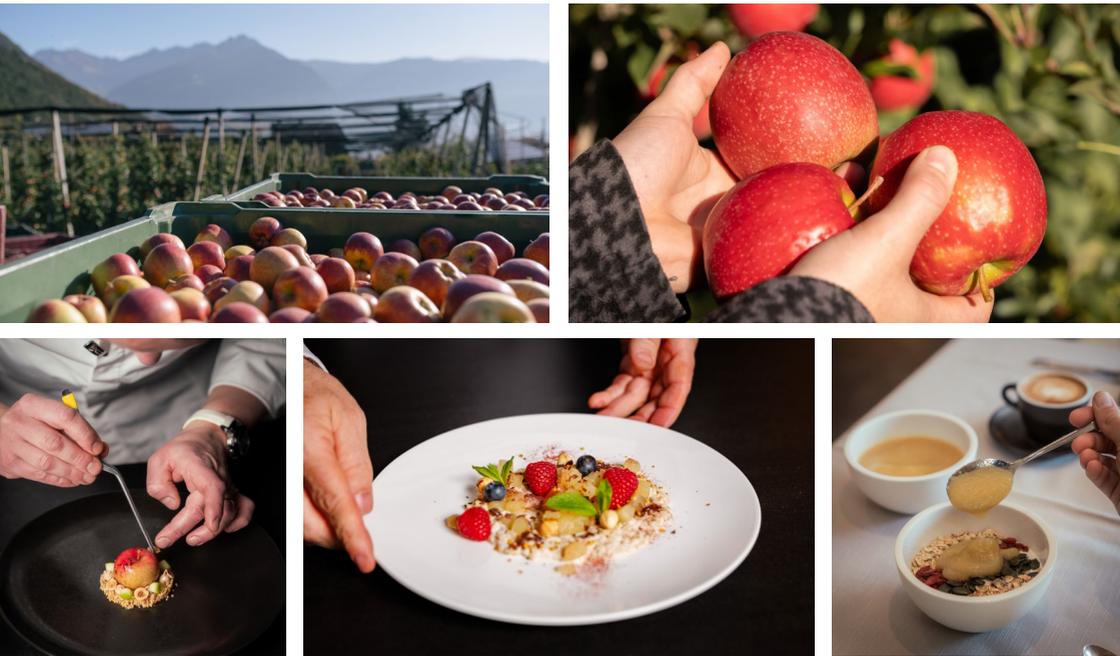
INSPIRED BY FRUIT. TRUSTED BY PROFESSIONALS.

FRUIARA - Your Food Service Brand

Natural products for bakeries, patisseries, restaurants, canteens, hotels and so much more.

Fruiara stands for the creative and versatile use of fruit in professional settings. The brand combines naturalness with practicality, taste with function, and emotion with efficiency. Whether pure, refined or ready-to-consume, Fruiara brings fruit in all its forms to the plate, into the glass or into the recipe.

Stay tuned for more as additional lines and products are already in development!





PURE

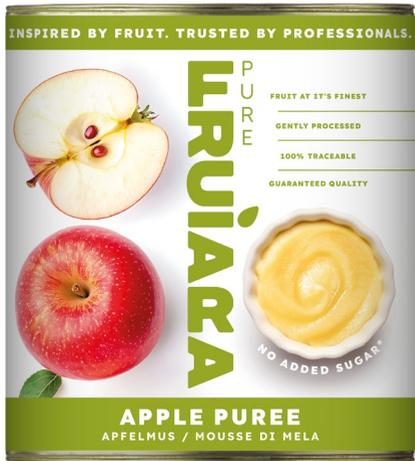


The line represents pure, authentic fruit products - ideal for both professional use and direct consumption. All PURE products are free from artificial colours and flavours - just pure fruit.

ESSENCE

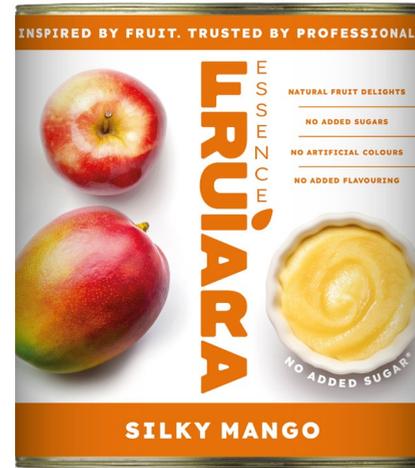


Fruit compositions with character – fruit puree specialties with unique sensory appeal, focused on taste and texture. The line contains smooth purees in different flavours, as well as purees with added fruit pieces in various combinations.



PRODUCT RANGE:

- Apple puree | sweetened | bio
- Pear puree
- Peach puree
- Apricot puree
- Plum puree
- Solid pack apple slices | bio
- Solid pack apple cubes | bio



PRODUCT RANGE:

- Silky Apricot
- Silky Peach
- Silky Mango
- Silky Raspberry
- Silky Banana
- Silky Pear
- Chunky Apple



3 kg



5 kg



3 kg

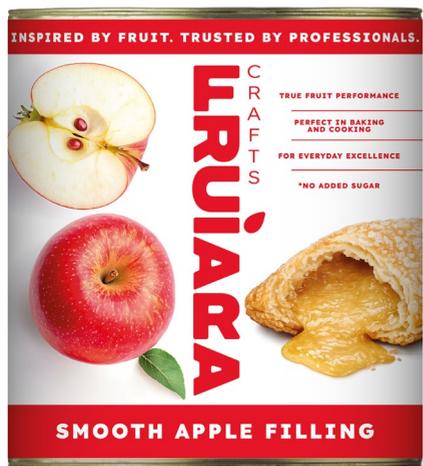




CRAFTS

Fruiera Crafts stands for user-oriented fruit preparations designed to deliver reliable performance in professional applications.

The focus lies on function, texture and consistency, helping professionals achieve great and predictable results, whether in baking, patisserie or further processing.



PRODUCT RANGE:

- Smooth apple filling

FRESCO MIX

Fruit-based beverage bases (compounds) and premixes, primarily for use in dispensing systems. Unlike water-sugar solutions, Frescomix postmixes are primarily based on fruit juice concentrate.

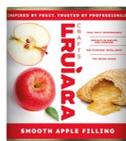


POSTMIX (COMPOUNDS)

- Cola
- Lemonade | Orange
- Herbal lemonade
- Iced tea peach | Lemon
- Skiwasser
- Apple spritzer

PREMIX (DRINKREADY)

- Cloudy apple juice
- Apple bergamot
- Apple ginger
- Apple elderberry
- Apple blueberry
- Apple juice from red-fleshed apples



3 kg



10 L





THE FRUIT EXPERTS FOR THE FOOD AND BEVERAGE INDUSTRY.

VOG Products is one of Europe's leading specialists in fruit processing for the food and beverage industry. The company was founded in the heart of the apple-growing region that spans South Tyrol and Trentino, the largest continuous area dedicated to apple cultivation in Europe. Here, more than 6,000 fruit-growing families, united in two producer organisations and 17 cooperatives, supply high-quality fruit every year. In addition to apples, the company also processes pears, apricots, peaches, kiwis and other varieties of fruit.

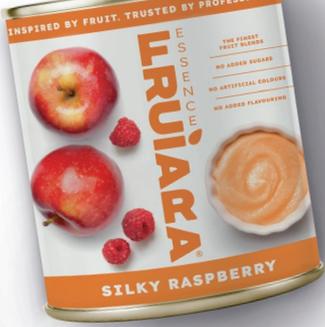
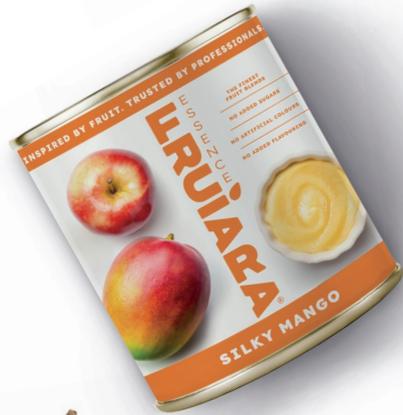
For almost 60 years, VOG Products has been transforming this heritage into natural products: NFC juices, purées, concentrates, fermented bases, IQF fruit, solid packs and customised recipes. Every day, up to 4,000 tonnes of fruit are processed with a fully traceable supply chain, constant checks and some of the highest quality standards in the industry.

The strength of VOG Products stems from a combination of deep roots in the local area and international operating standards. Every stage of the supply chain is monitored: an in-house laboratory carries out daily analyses, and the processes are rigorous and supported by numerous certifications that guarantee quality, safety and traceability.

The company adopts a sustainable and responsible approach to production, promoting fruit grown using integrated or organic methods.

Thanks to its in-depth knowledge of raw materials and its ability to develop dedicated technical solutions, VOG Products offers food & beverage companies concrete support in the development of innovative products, guaranteeing consistent supplies and specialised expertise.





A BRAND OF



VOG Products, Via A.-Nobel-Str. 1
I-39055 Laives/Leifers
+39 0471 592311
info@vog-products.it
www.vog-products.it

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