

Customer requirements for frozen berries continue to evolve

Detail Introduction :

Immune-boosting fruits have received much more attention from consumers in the wake of the pandemic. According to Kerry Hultin, marketing specialist for OctoFrost, it seems that berries are one of the fruit choices. "Berries have proven to be an excellent choice, as they have an impressive profile of nutrients and health benefits. Since fresh berries are seasonal fruits, the Horeca channel and consumers have opted for frozen berries to guarantee the intake of vitamins once the campaign is over".

Hultin says that processors are always looking for new solutions that they invest in to meet the growing demand for frozen berries. "Costco has announced that two of the top three frozen foods it offered in 2020 are berries. To support further growth in the industry, overall quality, such as a crisp texture, retention of nutrients, and a natural appearance must be proven. Convincing the consumer. Processors seek solutions that allow higher performance, better freezing results, and lower power consumption."

OctoFrost IQF Solution

"OctoFrost offers a product-tailored solution that reflects our extensive knowledge, gained over years of experience in processing fragile, delicate, and sticky products, helping processors achieve the best possible quality product with low operating costs," explains Hultin.

OctoFrost IQF Freezer

"Our OctoFrost IQF Freezer applies to a wide range of IQF products, such as raspberries, blueberries, blackberries, and even sticky diced or sliced strawberries. The machine has several freezing zones with adjustable fan speed, which guarantees the integrity of the berries and prevents spoilage," says Hultin. "Berries are frozen using the IQF method, less than 0.5% of the water in the product is lost, which, according to our customers, is the lowest percentage on the market. Our IQF Freezer takes up little space but offers high capacity compared to other freezers of similar size. In addition, the machine is easy to clean, and thanks to its high-efficiency fans, it saves up to 30% energy."

"To increase the capacity of the IQF Freezer, efficient cooling for low feed temperature is essential. We strongly recommend supplementing our IQF Freezer with an OctoFrost IF Chiller or a Waterbath Chiller. The OctoFrost Chiller is capable of using high volumes of filtered and recirculated water at 1°C, which contributes to rapid and uniform cooling. Cross-flow water circulation results in the fastest possible cooling, and products are cooled to below 5°C, which prepares them for efficient IQF freezing," concludes Hultin.