

Frozen purees and strawberries arrive in Asia

Detail Introduction :

As one of the pioneers of frozen fruit, Gualtiero Mazzone understood the potential of frozen products and added frozen fruit to his fresh fruit range, bringing benefits to the processing industry.



"Our frozen food sector has a long history, but it is still evolving. Our products include purees, frozen cut fruits and boxed fruits. Our company specializes in growing strawberries, choosing the most suitable varieties and producing them according to the agreement for the manufacture of frozen, sliced and puree fruit. Our main goal is to provide high-quality products," explains Director Nicola Borgatti and Sales Manager Carlo Trevisan. In 2015, Mazzone Frozen Products launched a variety of purees produced in Tracy Gallesio using its own fruit. Boxed puree sizes from 1 to 10 kilograms will be supplied to factories, ice cream makers and cake shops. Borgatti explains: "Standardizing the puree manufacturing process is not easy because we do not use any additives. To get a product that always tastes the same and has the same characteristics, you must use high-quality raw materials and a professional production process. "

"This is the secret to our global success. During the Singapore show, we had a good idea to display the product in a special packaging for the Asian market. This move made a good impression on our distributors and helped us a lot. We need to think on a global level - we are currently selling 15,000 tonnes and have a lot of potential. "

"Until a few years ago, only France made purees, but now with 31 products we are also a leader in the market. The export market for our products is increasing, now also to the Arab countries, the Far East, North Africa, and Our dealer network is expanding.