

# New preservative for frozen (IQF) avocado product introduced to market

## Detail Introduction :

At Fruit Attraction in Madrid, the specialist in the field of antioxidants for freshly processed fruits and vegetables will present its latest solutions for frozen (IQF) avocados. "I am particularly pleased to present a new solution for European-produced avocados", continues Benjamin Singh. This water-soluble preservative can be soaked into existing manufacturing processes and significantly extend product shelf life. This means frozen avocado slices and guacamole will stay fresh for more than 12 hours after thawing. Just as important, unlike other solutions, Food freshly's products do not leave behind a tart lemon flavor.



Food freshly® is a family-owned business headquartered in Bielefeld, Germany. Since its founding in 1985, Food Fresh has grown continuously, with subsidiaries in Italy, Spain and Canada, in addition to research and development at its headquarters in Bielefeld.

Food freshly provides innovative and personalized preservatives for freshly cut fruits and vegetables. All products do not contain any antiseptic and provide an organic quality to fresh fruit products. In Germany, they are produced according to IFS and even meets the highest quality standards in the food industry.