

Worldwide demand for frozen fruit increases

Detail Introduction :

"Frozen fruit is gaining popularity in supermarkets around the world. The year coming to an end has been heavily impacted by the pandemic and we expect strong growth in demand for this product, at levels similar to the past few years" from Mazzone Group Carlo Trevisan and Nicola Borgatti of the refrigeration department. The sharp decline in supply in the H&R sector, including ice cream parlors and pastry shops, was compensated by rising demand from the processing industry and supermarkets. Last year, the division processed 13 tonnes of product, more than 20 percent of which was processed by its own factories.

"There is a lot of interest from abroad (eg France), especially in frozen fruit bags for supermarkets. We have updated the product line for this market, and our current offerings include: mixed berries, strawberries, raspberries and tropical fruit mixes, all of which are 100% organic. Our traditional food products include fruit blends, etc."

In order to obtain high-quality frozen fruit, it is necessary to use fruit varieties suitable for freezing and suitable for cutting and high Brix levels.

"We are increasingly focusing on high-quality products that lead to higher profits. In addition, in 2021 we will be launching a new range of frozen pulps for the production of premium jams."