Global Invest

CENTER FOR STRATEGIC COMMUNICATIONS

OFFER №106
SELLING INGREDIENTS FOR DRINKS

APPLICANT:
PRODUCTION AND INNOVATION COMPANY

COUNTRY:
ISRAEL

INDUSTRY:
FOOD INDUSTRY

TARGET MARKETS:
RUSSIAN

OBJECTIVE:
SUPPLY OF INGREDIENTS AND JOINT DEVELOPMENT OF BEVERAGES

Contact us

Description: A company with over 20 years of experience in fruit processing and beverage industry solutions. The company has representative offices in China, India, Russia, and Germany. Its team includes more than 400 specialists, including R&D experts, technologists, chemists, flavorists, and engineers.

Key Competencies:

- Deep expertise in citrus and pomegranate processing
- Unique formulations: NFC juices, concentrates, oils, comminutes, emulsions, food bases, and blends
- Strong vertical integration: from raw material cultivation to ready-made solutions under the client's brand
- Proven track record of working with leading brands and international retail chains

Proposed Cooperation Format:

- Supply of beverage ingredients (bases, blends, extracts)
- Joint development of new products tailored to local tastes
- R&D support and recipe adaptation for production in Russia
- Long-term supply contracts aligned with clients' production cycles
- Information support on global beverage industry trends

Technical Parameters of the Commercial Offer

Product Range:

- Bases for juices, nectars, soft drinks, RTD teas, mocktails
- Ready-made blends and emulsions: clear, semi-clear, with pulp
- Concentrated juices, NFC juices, purées, oils, cells, peels

Supply Format:

- Aseptic packaging
- Customization options (sugar content, acidity, flavor)

Terms:

- Flexible volumes
- Long-term contracts
- Full technical package: specifications, certificates (ISO, BRC, HACCP, SGF, GMP, etc.)

Advantages of Cooperation:

- Product origin: sourced from regions with unique climatic conditions and sustainable plantations
- Expertise: advanced competencies in fruit processing, particularly citrus and pomegranates (including debittered concentrates)
- Flexibility & customization: tailored to clients' specific formulations
- Full vertical integration: from fruit to functional ingredient
- Support for local production in Russia: insights into consumers, trends, and technologies
- Competitive pricing: even for imports, due to high concentration and consistent quality
- Market opportunity: rapid growth of the "Still Drinks" category in Russia, where the company's components can capture a strong price/quality niche