



BAKING WITH BERRYFUSIONS® DRIED FRUITS



BAKING JUST KEEPS GETTING BETTER

Better-for-you baked goods are on the rise. The global bakery products market was valued at \$248.8 billion in 2024 and is estimated to grow at a CAGR of over 4.4% from 2025 to 2034. While the bakery market is growing, it is also shifting towards healthier, more diverse offerings as consumers increasingly prioritize wellness and convenience.¹

58%

of consumers believe there is such a thing as better-for-you bakery treats/ desserts.²

67%

of consumers believe there is such a thing as better-for-you meal-related baked items (bread, buns, rolls, etc.).²

Cranberries Bake it Better

Baked goods that feature fruit meet consumer demand for better-for-you baked goods. Over the past five years:

- **Bakery new product development (NPD) with fruit has grown at a 2.5% CAGR.³**
- **Global NPD specifically utilizing cranberries has surged by more than 50%.⁴**

Cookies, pastries and breads are leading the charge in cranberry-based innovation.⁴ Cranberries give baked goods that distinctive sweet and tart flavor, appealing red color, and a health halo and nutritional benefits.⁵

As consumers gravitate toward bakery items that offer both indulgence and perceived health benefits, baking with functional inclusions like cranberries is a baker's way to success.



WHAT ARE BERRYFUSIONS® DRIED FRUITS?



Ocean Spray® Ingredients' BerryFusions® Dried Fruits meet the healthy indulgence demand with an innovative, dual-benefit solution. Available in both sliced and diced formats, the Sweetened Dried Cranberries are infused with fruit juices or topically coated with natural flavors:

CRAN + BLUEBERRY

CRAN + STRAWBERRY

CRAN + CHERRY

CRAN + ORANGE

CRAN + RASPBERRY

BERRYFUSIONS® DRIED FRUITS BAKING BENEFITS

- **Bold Flavor**
- **Vibrant Appearance**
- **Healthy Halo**
- **Process Stability**
- **24-Month Shelf Life**
- **Cost Effective**

These innovative, cost-effective cranberry ingredients can replace other dried fruits providing exceptional flavor and performance benefits.

BerryFusions® Dried Fruits are an ideal fit for baked goods that aim to stand out on the shelf and satisfy the demand for better-for-you, on-the-go options.

Let's start baking!





SUCCESS STORY

BERRYFUSIONS® DRIED FRUITS IN ACTION

Challenge:

A major industrial bakery customer shared a key product development goal: expanding their bagel offerings with a more fruit-forward SKU to align with consumer health and convenience trends. Their initial attempt—using blueberries—resulted in product quality challenges. The blueberries bled throughout the bagel dough, yielding an unappetizing grey hue and undesirable soggy texture. Additionally, the high cost of blueberries added strain on product margins, prompting the need for a more cost-effective, process-tolerant solution.

Strategic Solution:

Ocean Spray® Ingredients' Culinary Team responded swiftly, leveraging their expertise to develop a new formulation of the bagel featuring **Blueberry BerryFusions® Dried Fruits**. These juice-infused dried cranberries are ideal for baking performance—offering natural blueberry color, piece integrity and flavor stability even under high heat. In addition, **BerryFusions® Dried Fruits** are lower in cost than other dried fruits, process tolerant and shelf stable.

After collaborative trials with the customer's R&D team, the new formulation delivered a visually appealing bagel with deep blue accents, delicious chewy texture and no grey bleeding. **Blueberry BerryFusions® Dried Fruits** retained their structure and flavor throughout processing while incorporating the health halo of cranberries.

BERRYFUSIONS® DRIED FRUITS BAKE IT BETTER

✓ Premium Without the Price Tag

Blueberry BerryFusions® Dried Fruits provided a cost-effective alternative to dried blueberries without compromising on premium taste and visual appeal.

✓ Stable, Stress-Free Processing

The blueberry-infused Sweetened Dried Cranberries maintained their integrity throughout the baking process, increasing production efficiency and eliminating the issues of soggy texture and dough discoloration.

✓ Market Readiness

With BerryFusions® Dried Fruits, the customer was able to align with rising consumer demand for nutritious, convenient, fruit-forward bakery options and elevate their product's retail differentiation.



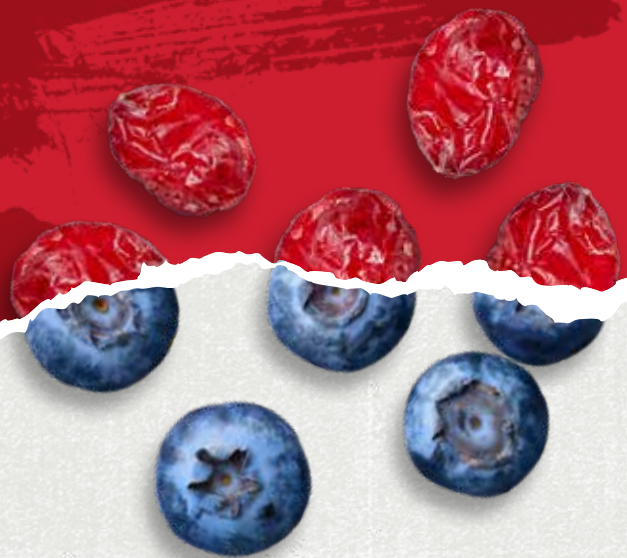
CHOOSE BERRYFUSIONS® DRIED FRUITS

BerryFusions® Dried Fruits offered the bakery a high-performance, consumer-centric solution that improved operational efficiency, reduced ingredient costs and strengthened market relevance.

Ready to create your bakery innovation?

**Let's Get Baking –
with BerryFusions® Dried Fruits.**

Ocean Spray® Ingredients continues to empower food innovators with smart, scalable solutions that align with consumer demand and elevate brand value in the competitive bakery space.



**LEARN MORE ABOUT
BERRYFUSIONS®
DRIED FRUITS HERE**

Sources

- ¹ Global Market Insights, 2025,
<https://www.gminsights.com/industry-analysis/bakery-products-market>
- ² American Bakers Association Bakery Playbooks
- ³ Innova 2019-2024, global Bakery NPD with fruit as inclusion
- ⁴ Innova 2015-2024, global NPD with cranberry, past 10 years
- ⁵ <https://oceanspray.com/the-mighty-cranberry>

**Contact Ocean Spray® Ingredients for BerryFusions®
Dried Fruits samples for your next baking endeavor.**

