



# CRANBERRY CONCENTRATE

FOR BETTER BEVERAGES

**SUSTAINABLY  
GROWN.  
INNOVATION  
READY.**

Fuel your next beverage launch with Ocean Spray® Ingredients, where bold flavor meets trusted expertise.

As part of a vibrant agricultural cooperative of nearly 700 family farms across the U.S., Canada, and Chile, we bring deep-rooted cranberry knowledge and impactful consumer insights to your innovation funnel.

Plus, we're proud to be the first fruit cooperative globally to earn sustainably grown verification, a testament to our commitment to people and planet.

## Cran-tastic Goodness in Every Drop

### **SUPERFRUIT POWER**

Provides nutrients and bioactives including vitamin C, fiber, minerals, and polyphenols

### **BLENDS WELL**

Pairs perfectly with other fruits for versatile and delicious combinations

### **GREAT TASTE**

Refreshing, full-bodied flavor that delights

### **NATURAL COLOR**

Bright eye-catching hue that adds visual appeal and vibrancy

## **ONE INGREDIENT. ENDLESS POSSIBILITIES.**

From energizing smoothies to soothing teas, cranberry concentrate brings bold flavor and nutrients to every sip.

Whether blended into juices, stirred into cocktails and mocktails, or added to functional shots, it's a smart ingredient that adapts to today's most popular beverage formats and can be part of a daily wellness routine.



# CRANBERRY-FUELED GOODNESS



## PACKED WITH NUTRIENTS & POLYPHENOL ANTIOXIDANTS

Cranberry concentrate contains a wide range of nutrients that support a healthy, balanced diet, including minerals, vitamins, and gut-beneficial oligosaccharides (non-digestible carbohydrates).<sup>1</sup>

Cranberry concentrate also contains naturally occurring polyphenol antioxidants. A diet rich in polyphenols supports overall well-being and has been shown to help with antioxidant activity.<sup>2-3</sup>



## GOOD FOR THE GUT

Consumption of beverages made with cranberry concentrate may help support your gut microbiome balance.<sup>6-7</sup>



## SUPPORTS URINARY TRACT HEALTH

Cranberry concentrate is packed with bioactive phytonutrients, including proanthocyanidins, that studies have shown help prevent bacteria like *E. coli* from sticking within the body.<sup>4-5</sup>



## SUPPORTS HEART HEALTH

Studies suggest beverages made with cranberry concentrate may improve blood pressure, lower blood lipids, and reduce inflammation markers.<sup>8</sup>

*Scientific studies supporting these benefits are based on consumption of cranberry juice cocktail containing 27% cranberry juice.*

## Concentrating on Consumer Needs



### FLAVOR FORWARD

94% of U.S. consumers say taste is the most important factor when choosing shelf-stable juice,<sup>9</sup> and 73% of U.S. consumers view cranberries as flavorful.<sup>10</sup>



### ON TREND

67% of young U.S. consumers see cranberry as being fun, and 61% of young U.S. consumers see cranberry as being trendy.<sup>10</sup>



### WELLNESS APPEAL

Over one-third of U.S. consumers link cranberry juice to functional health benefits like antioxidants.<sup>10</sup>



Ocean Spray®'s cranberry concentrate delivers unmatched flavor, color, blendability, functional benefits, and year-round appeal—powered by the world leader in all things cranberry. **Partner with Ocean Spray to unlock the next generation of beverage innovation.**

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