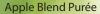


# Product Catalog

More *fruits,* more *forms,* more *possibilities.*<sup>™</sup>

# Single Strength **Purées**







**Blackberry Purée** 



**Blueberry Purée** 

Consumers increasingly concerned with health and wellness are choosing products boasting with healthful ingredients. Fruit is becoming one of the most popular vehicles for delivering a wide range of health benefits. Tree Top's single strength fruit purées are minimally processed, and provide a natural color boost and an enhanced flavor to both food and beverage applications alike. Discover the wide range of natural advantages Tree Top's products can bring to your next project.





Peach Cling & Freestone Purée



Pear Purée

## Purée Applications:

- Confections
- Dressings and sauces
- Fruit snacks and bars
- Ice creams and yogurts
- Smoothies

# Benefits of Using Tree Top's S.S. Fruit Purées:

- Minimally processed single strength fruit purées retain a better color, flavor and nutrition profile
- Made with whole fruit, purées provide additional fiber
- More servings of fruit per cup than juice (½ cup of fruit purée = 1 serving vs. ¾ cup juice = 1 serving)
- Products can be labeled "made with real fruit" to add that health halo image consumers desire
- Available in fresh-frozen, pasteurized frozen or in an aseptic form
- Proven traceability program
- High food safety and reliability scores
- Wide array of organic and conventional products
- A current supplier of fruit purées to the baby food industry



- Sorbets and granitas
- Bakery
- Beverages
- Baby foods

**Note:** Actual product color may vary. Some items are custom formulated and may require minimum production runs. For organic options please call us at 800.367.6571 ext 1435.

Plum Purée

Strawberry Purée

# Concentrated Purées

Concentrated fruit purées are processed similar to single strength purées. Fresh fruit is washed, scrubbed, sorted, blanched, and processed through finishers. After the purée passes through the finishers, the water is then extracted from the product, concentrating it up to four times the brix level before being packaged aseptically or frozen.



Apricot Purée 32 BRIX

Our product development team, with backgrounds in food science, chemistry, microbiology, nutrition, sensory, culinary and engineering, can work confidentially with you to create a vast array of food and beverage products.

Apple Purée 38 BRIX



Blackberry Purée 30 BRIX



Blueberry Purée 28 BRIX



Red Tart Cherry Purée 30 BRIX



Concord Grape Purée 45 BRIX

## Benefits of Using Tree Top's Concentrated Fruit Purées:

- Economical for shipping and storage
- Consistent brix level
- Easily achieved desired consistency and brix level with water dilution at customer's facility

Mango Purée 28-30 BRIX



Pear Purée 38 BRIX



Cling & Freestone Peach Blend Purée 32 BRIX



Plum Purée 32 BRIX





Raspberry Purée 28 BRIX

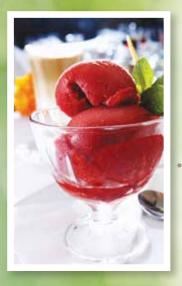
Strawberry Purée 28 BRIX

**Note:** Actual product color may vary. Some items are custom formulated and may require minimum production runs.

## Quality Concentrated Fruit Purées Include:

- Apple concentrated purée
- Apricot concentrated purée
- Blackberry concentrated purée
- Blueberry concentrated purée
- Cherry concentrated purée
- Concord Grape concentrated
   purée
- Mango concentrated purée
- Peach concentrated purée
- Pear concentrated purée
- Raspberry concentrated purée
- Strawberry concentrated purée
- Tropical concentrated purée and other exotics





# Formulated Fruit Preps

Formulated fruit preps are custom developed to meet your specific product needs. With a team of skilled product developers and several different processing methods including aseptic or pasteurization, we can produce fruit ingredient solutions to meet your color, viscosity, flavor, texture, and technical requirements.



**Blueberry Variegate** 



Concord Grape Fruit Base



Boysenberry Fruit Base

Dark Sweet Cherry Fruit Base Limited Availability





Our product development team, with backgrounds in food science, chemistry, microbiology, nutrition, sensory, culinary and engineering, can work confidentially with you to create a vast array of food and beverage products.



Pomegranate Fruit Base

### Benefits of Using Tree Top's Formulated Fruit Preps:

- Tree Top offers resources to take your idea from concept to reality
- Products are specifically formulated to meet your unique needs
- Fresher flavor, excellent piece identity, and natural color
- Preferred choice of multiple leading brands for great taste and outstanding quality



Raspberry Fruit Base

Red Raspberry Variegate Fruit Base Strawberry 4+1 Fruit Purée Base





# Formulated Fruit Preps

### Quality Formulated Fruit Preps Include:

- Apple variegates and bases
- Pear variegates and bases
- Peach variegates and bases
- Apricot variegates and bases
- Strawberry variegates and bases
- Raspberry variegates and bases
- Blueberry variegates and bases

- Blackberry variegates and bases
- Tropical variegates and bases (mango, guava, etc.)
- Other exotics
- Custom variegates and bases



Mango Fruit Base



Strawberry 4+1 Slice Stabilized



Strawberry Variegate Fruit Base

Tangerine Fruit Base

## Fruit Prep Applications:

- Beverage bases
- Sorbet bases
- Ice cream bases
- Stabilized bakery fillings
- Variegates
- Yogurt and other dairy bases
- Fruit leathers
- Fruit snacks



# Regular or Evaporated Apples

Every product Tree Top makes is with our customer in mind. We work closely with product developers to design the optimum ingredient for any finished product. That's true for Evaporated Apples and our entire array of fruit ingredients. Our customers rely on Tree Top's technology, personalized service, and years of experience to develop products that meet their specific needs. Items shown are not inclusive of all products available, but are a reference for size and show a sample of our diversified product offerings. Regular or evaporated apples are dried to a variety of moisture levels ranging from 14% to 26% H<sub>2</sub>O, depending on the product.

## Evaporated Apple Applications:

- Cookies and cookie fillings
- Doughnuts and fritters
- Fresh salads
- Fruit and granola bars
- Granola cereals
- Muffins
- Pastry fillings
- Snack cakes and pies
- Specialty sausages
- Stuffings



 $\frac{1}{2}$  x  $\frac{3}{8}$  x  $\frac{1}{4}$  Evaporated Apple Color Preserved with Sodium Sulfite





1/4" x 1/4" x 1/4" Evaporated Apple Natural - No Treatment to Preserve Color



%" x %" x %" Evaporated Apple Color Preserved with Sodium Sulfite





%" Grind Evaporated Apple Color Preserved with Sodium Sulfite



Evaporated Apple Wedges Color Preserved with Sodium Sulfite or Potassium Metabisulfite

# Regular or Apples

### **Benefits of Our Evaporated Apples:**

- All-natural fruit ingredient
- Excellent neutral base for other color and flavor profiles
- Various sizes and shapes for different piece identities
- Low-cost transportation and storage
- Easy handling and reduced labor costs
- Low-cost alternative to fresh or frozen apples
- Shelf-stable product moisture range for natural product is 14% to 18%  $H_2O,$  sulfited is 22% to 26%  $H_2O$
- Water activity 0.43 to 0.85 depending on application needs



1/4" x 1/4" x 1/4" Evaporated Dice with Peel Natural -No Treatment to Preserve Color

# **Color Preservation**

Evaporated Apples are available with sodium sulfite, natural (no treatment to preserve color), or treated with ascorbic or erythorbic acid and citric acid blend of antioxidants.



<sup>1</sup>%" Chip Evaporated Apple Color Preserved with Sodium Sulfite

# Low Moisture Dices

Low moisture apples are dried to a maximum moisture of 3.5% and are ideal in a variety of shelf stable applications. These all-natural fruit ingredients are ideal for use in bakery mixes, cereals, low water activity fillings and snack bars.



3%" x 3%" x 3%" Low Moisture Apple Dice Natural - No Treatment to Preserve Color



 $\frac{1}{2}$  " x  $\frac{3}{8}$  " x  $\frac{1}{4}$  " Low Moisture Apple Dice Color Preserved with Sulfur Alternative



3/4" x 1/2" x 1/8" Low Moisture Apple Dice Color Preserved with Sulfur



1/4" x 1/4" x 1/4" Low Moisture Apple Dice Natural - No Treatment to Preserve Color

## Benefits of Our Low Moisture Air Dried Apples:

- All-natural fruit ingredient
- Shelf-stable in a variety of applications
- Excellent fat replacer and moisture
   extender
- Various sizes and shapes for different piece identities
- Excellent neutral base for other fruit colors and flavors
- Low-cost transportation and storage
- Moisture below 3.5%
- Tenderized dice are formulated to provide faster rehydrating
- Viscosity controlled by customer for maximum versatility - just add water for easy reconstitution

# Low Moisture **Duffed**

Low Moisture Puffed Apples provide the texture of freeze-dried fruits without the high cost. Tree Top's unique process in puffing apple pieces forces air into the cellular structure causing each cell to puff up, which gives it a crisp, crunchy texture.



3%" x 3%" x 3%" Low Moisture PuffedApple Dice UnpeeledColor Preserved with Sodium Sulfite



%" x 1" x NEC Low Moisture Puffed Apple Slices Unpeeled Color Preserved with Sodium Sulfite



%" x 1" x NEC Low Moisture Puffed Apple Slices Unpeeled Color Preserved with Sodium Sulfite Cinnamon Flavored

# Low Moisture Tenderized



<sup>3</sup>%" x <sup>1</sup>⁄4" x <sup>1</sup>⁄4" Low Moisture Tenderized/Rolled Apple Flake Strawberry Colored and Flavored Color Preserved with Sodium Sulfite



3/8" x 1/4" x 1/4" Low Moisture Tenderized/Rolled Apple Flake Peach Colored and Flavored Color Preserved with Sodium Sulfite



3/s" x 1⁄4" x 1⁄4" Low Moisture Tenderized/Rolled Apple Flake Color Preserved with Sodium Sulfite

# Low Moisture Granules & Powders



4 Mesh Low Moisture Apple Granule Blueberry Colored and Flavored Natural - No Treatment to Preserve Color

6 Mesh Low Moisture Apple Granule Strawberry Colored and Flavored Color Preserved with Sodium Sulfite





8 Mesh Low Moisture Air Dried Apple Granule Natural - No Treatment to Preserve Color

### Low Moisture Apple Applications:

- Cookies and cookie fillings
- Cakes and pies
- Fruit and granola bars
- Toaster pastry fillings
- Dried fruit snacks
- Hot and ready-to-eat cereals
- Moisture extenders in doughs
- Sauces
- Dried salad seasonings
- Dry cakes, muffins, or pancake mixes



16 Mesh Low Moisture Air Dried Chop Apple Powder with Peel Natural - No Treatment to Preserve Color



20 Mesh Low Moisture Apple Powder Color Preserved with Sodium Sulfite



# Drum Dried Apple & Pear Flake Pozvders

Dried fruit purées made with 100 percent natural fruit ingredients are drum dried into inexpensive versatile powders. Dried fruit purées can be custom designed with minimum volume requirements; simply choose any fruit or any blend of fruits. Purées may also be colored and flavored with natural or artificial additives to meet your specific needs.



20 Mesh Organic Apple Flake Powder Natural - No Treatment to Preserve Color



8 Mesh Pear Flake Powder Natural - No Treatment to Preserve Color



20 Mesh Apple Flake Powder Natural - No Treatment to Preserve Color



8 Mesh Apple Flake Powder Natural - No Treatment to Preserve Color



12 Mesh Apple Flake Powder Natural - No Treatment to Preserve Color

### Maximum Moisture Levels

1.0% to 3.5% H<sub>2</sub>O 0.15 to 0.26 maximum water activity

# Drum Dried Fruit Flake Powders



20 Mesh Raspberry/Apple Flake Powder Natural - No Treatment to Preserve Color

8 Mesh Strawberry/Apple/Pear Flakes Natural - No Treatment to Preserve Color

## Benefits of Our Drum Dried Fruit Flake Powders:

- Full, natural fruit flavor
- Excellent fat replacer and moisture extender
- Viscosity controlled by customer for maximum versatility-just add water for easy reconstitution
- Shelf-stable and long lasting in ambient temperatures
- Easily blended into dough matrix or filling
- Products can be labeled "made with real fruit"
- Low-cost transportation and storage
- Moisture below 3.5%
- Generally use 5 parts water by weight to 1 part powder

Apple or pear can be blended with characterizing fruit to lower ingredient costs.

# Frozen Apples

### Benefits of Our IQF Fruit:

- Product is free-flowing
- No thawing time
- Partial case can be utilized
- Makes batch-processing more convenient
- Packaged in cardboard cases with bag liners





 ¼" x ¼" x ¼" IQF Apple Dice

 Color Preserved with Ascorbic or Erythorbic

 Acid and Citric Acid Blend

1/2" x 1/2" x 1/2" IQF Apple Dice Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend

%" x %" x %" IQF Apple Dice Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend



IQF Apple Slice Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend



IQF Apple Slice Chunk Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend



# Frozen Cherries





Cherry Halves - Natural

### **Benefits of Pacific Northwest Cherries:**

- Darker, richer color and flavor
- Hand picked vs. machine harvested

Whole Dark Sweet Cherries

# Frozen Strazuberries





# Clarified Fruit Juice

Tree Top offers premium fruit juice concentrates, which make excellent natural sweeteners for baked goods, cereals, candies, and many other food items. The same attention to detail and superior standards that go into our own brand — Tree Top — go into the ingredients we offer our customers. Plus, you'll receive the added value of technical support from an experienced research and development team to work closely with you to tailor our concentrates to your needs. Over the years, our portfolio of fruit offerings has expanded beyond apples and includes pears, strawberries, cherries, plums, blackberries, Concord grapes, raspberries, and peaches... just about any fruit you can name is available through Tree Top, or Northwest Naturals, a wholly-owned subsidiary.





Dark Sweet Cherry Juice Concentrate 68 BRIX



Concord Grape Juice Concentrate 68 BRIX

Peach Juice Concentrate 70 BRIX



## Why Choose Fruit Juice Concentrates?

- An all-natural fruit ingredient
- Allows your product to be labeled as containing "real fruit juice"
- Serves as a natural sweetener, replacing sugar or corn syrup
- Contributes various flavors and color profiles, making them extremely versatile



Plum Juice Concentrate 68 BRIX



Raspberry Juice Concentrate 65 BRIX



Blackberry Juice Concentrate 65 BRIX



Blueberry Juice Concentrate 65 BRIX

### NORTHWEST NATURALS Specialty Concentrates

Northwest Naturals, a whollyowned subsidiary of Tree Top, Inc., offers the following concentrate products: Natural fruit juice concentrate WONFs, juice WONFs with purée, organic concentrate WOOFs, granita, smoothie, juice bar, sorbet and sherbet bases, essences, and various juice sweeteners. We can custom clarify tropical purées, such as mango, guava, passion fruit, and banana into a juice concentrate form.





# Stock vs. Custom Formulation

Tree Top offers a variety of ingredient products that are considered off the shelf or standard items. These items are typically available year-round and require less minimum order quantities than custom formulated items.

We understand your ingredient requirement may need to be specifically formulated for your unique application. As your fruit solutions' provider, we welcome these opportunities and our product development team stands ready to create your custom formulations.

Product	Minimum Quantity
Dried Apples	20,000 lbs.
Fruit Powders	10,000 lbs.
Frozen Fruits	40,000 lbs.
Fruit Sensations®	10,000 lbs.
Fruit Clusters	5,000 lbs.
Puffed Apples	20,000 lbs.
Fruit Sensations® Muesli Crisps	5,000 lbs.
Single Strength Purées	20,000 lbs.
Concentrated Purées	35,000 lbs.
Fruits Preps	20,000 lbs.
Juice Concentrates	5,000 gallons
Juice Blends	5,000 gallons

Custom fruit solutions are subject to larger 'minimum' order quantities.

# Custom Fruit Solutions





Mango Fruit Base Dice



Peach Fruit Base



Peach Fruit Base Dice

# Formulated Fruit Preps

Formulated fruit preps are custom developed to meet your specific product needs. With a team of skilled product developers and several different processing methods including aseptic or pasteurization, we can produce fruit ingredient solutions that meet your color, viscosity, flavor, texture, and technical requirements.



### Fruit Prep Applications:

- Beverage bases
- Sorbet bases
- Ice cream bases
- Stabilized bakery fillings
- Variegates
- Yogurt and other dairy bases
- Fruit leathers
- Fruit snacks



# Fruit Sensations Chews



Blueberry Fruit Sensations®



Apple Cinnamon Fruit Sensations®



Cherry Fruit Sensations®



Strawberry Fruit Sensations®



Peach Fruit Sensations®



**Raspberry Fruit Sensations®** 

# Benefits of Our Fruit Sensations®:

- Apples infused with juice WONF add bold color and flavor to many product applications
- Products can be labeled "made with real fruit"
- Shelf-stable water activity is 0.35 to 0.55
- Moisture 8% to 16% depending on your application needs
- Low cost fruit alternative
- Soft, chewy texture

### Fruit Sensations® Applications:

- Bakery
- Ready-to-eat snacks
- Snack bars
- Granola-based cereals



# Fruit Sensations® Muesli Crisps

### Benefits of Our Fruit Sensations® Muesli Crisps:

- All-natural fruit ingredient
- Shelf-stable in a variety of applications
- Various sizes and shapes for different applications
- Moisture 2% maximum
- Water activity 0.10 to 0.23

## Fruit Sensations® Muesli Crisps Applications:

- Fruit and granola bars
- Dried fruit snacks
- Yogurt toppings
- Fresh salad toppings
- Ready-to-eat cereals
- Hot cereals



Apple Multigrain



Banana Coconut



Peach Cobbler

# Fruit & Grain *Clusters*

Custom Formulation Available...With minimum volume levels met, Tree Top can partner with you to customize a cluster to meet your specific needs. Our product development team can manipulate the bulk density and add functional ingredients to meet your desired nutritional profile. Aw:  $0.1 - 0.3 H_2O$ : <5% Size: 1/4"- 3/4". Depending on formulation - fruit % can range from 40% to 70%.



Peach Cobbler Rice Crisp Cluster



**Raspberry Grain Cluster** 



Tropical Grain Cluster



All Fruit Blueberry Cluster



Apple Cinnamon Grain Cluster

### Fruit & Grain Clusters Applications:

- Dessert toppings
- Ice cream toppings
- Yogurt toppings
- Ready-to-eat cereals
- Ready-to-eat snacks

# Evaporated Specialty Spice Rubbed



3/4" x 3/4" x 1/4" Evaporated Apple Chili Limon Spice Rubbed Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend



34" x 34" x 14" Evaporated Apple Smoked Maple Spice Rubbed Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend



34" x 34" x 14" Evaporated Apple Chipotle Raspberry Spice Rubbed Color Preserved with Ascorbic or Erythorbic Acid and Citric Acid Blend

Every product Tree Top makes is with our customer in mind. We work closely with product developers to design the optimum ingredient for any finished product. That's true for Evaporated Apples and our entire array of fruit ingredients. Our customers rely on Tree Top's technology, personalized service, and years of experience to develop products that meet their specific needs. Items shown are not inclusive of all products available, but are a reference for size and show a sample of our diversified product offerings.



# Low Moisture **Duffed**

Low Moisture Puffed Apples provide the texture of freeze-dried fruits without the high cost. Tree Top's unique process in puffing apple pieces forces air into the cellular structure causing each cell to puff up, which gives it a crisp, crunchy texture.



1/4" x 1" x 3/4" Low Moisture Puffed Apple Peach Colored and Flavored Color Preserved with Sodium Sulfite



1" x ¾" x ¼" Low Moisture Specialty Puffed Apple Raspberry Colored and Flavored Natural - No Treatment to Preserve Color



½" x ¾" x ¼" Low Moisture PuffedApple Dice Strawberry Colored and FlavoredNatural - No Treatment to Preserve Color



# Low Moisture Tenderized



1/2" x ⅔" x 1/4" Low Moisture Tenderized/Rolled Apple Flake Natural - No Treatment to Preserve Color



1/2" x 3/8" x 1/4" Low Moisture Specialty Tenderized/Rolled Apple Flake Pineapple Colored and Flavored Color Preserved with Sodium Sulfite



1/2" x 3/8" x 1/4" Low Moisture Specialty Tenderized/Rolled Apple Flake Blueberry Colored and Flavored Natural - No Treatment to Preserve Color

# Dried Specialty Colored and Flavored





<sup>1</sup>/<sub>8</sub>" Chip Evaporated Apple Pineapple Colored and Flavored



<sup>1</sup>/<sub>8</sub>" Chip Evaporated Apple Orange Colored and Flavored



1/4" x 1/4" x 1/4" Evaporated Apple Cherry Colored and Flavored



1/4" x 1/4" x 1/4" Evaporated Apple Blueberry Colored and Flavored



Dried Specialty Items/Customized Ingredients – Today's food development challenges require a fresh, innovative look at how fruit and fruit blends can be used to achieve flavor, piece identity, functionality, and economic sense. Tree Top's custom colored and flavored fruit ingredients offer inexpensive alternatives to costly fruits.



1/4" x 1/4" x 1/4" Evaporated Apple Kiwi Colored and Flavored



<sup>1</sup>/<sub>8</sub>" Grind Evaporated Apple Blueberry Colored and Flavored



<sup>1</sup>/<sub>8</sub>" Grind Evaporated Apple Cherry Colored and Flavored



1/4" x 1/4" x 1/4" Evaporated Apple Raspberry Colored and Flavored



# Fruit Flake Powders



8 Mesh Wild Blueberry Flake Powder Natural - No Treatment to Preserve Color



8 Mesh Peach Flake Powder Natural - No Treatment to Preserve Color



12 Mesh Cherry Flake Powder Natural - No Treatment to Preserve Color



35 Mesh Raspberry/Apple Flake Powder Natural - No Treatment to Preserve Color



8 Mesh Grape Flake Powder Natural - No Treatment to Preserve Color



35 Mesh Cranberry/Apple Flake Powder Natural - No Treatment to Preserve Color

### Applications:

- Bakery product fillings or doughs
- Fruit sauces
- Visual points of identity for cereals
- Fruit bar toppings
- Nutraceuticals
- Cake mixes
- Fruit leathers
- Fruit drinks and teas
- Fat substitute
- Thickening agent

### Maximum Moisture Levels

1.0% to 3.5% H<sub>2</sub>O 0.03 maximum water activity

Adding fruit powder is a natural way to control viscosity and water activity.





### • Juice Concentrates

Plastic Pails Drums Totes 4,200 Gal. Tanker Truck 17,000 Gal. Rail Tanker

#### • Purée Concentrates

Plastic Pails Drums Totes PET Wide Mouth Jars

### • Formulated Fruit Preps/Bases

2.5-300 Gal. Aseptic Bag'n Box Drums Totes Plastic Pails

#### • Dried Apples

15-50 lb. Bag'n Cases Bags'n Totes Bulk Totes

### Drum Dried Fruits

30-50 lb. Bag'n Cases 1,050 lb. Totes Bags'n Totes Super Sacks

#### • **IOF Fruit** 40 lb. Bag'n Carton Bulk Totes

Solid Pack Fruit
 Plastic Pails

Plastic Palls Drums





# Product Catalog

### More *fruits*, more *forms*, more *possibilities*...

Tree Top, Inc. • P.O. Box 248 • 220 E. Second Ave. • Selah, WA 98942 treetopingredients.com • 509.698.1435 or 1.800.367.6571 ext. 1435 Issue Date: JUNE 2014