# TREETOP <br> arere ingredients. 

## Product



More fruits, more forms, more possibilities."



Peach Cling \& Freestone Purée


Pear Purée

## 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 ( $1 / 2$ cup of fruit purée $=1$ serving vs. $3 / 4$ 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


Red Raspberry Purée

## Purée Applications:

- Confections
- Dressings and sauces
- Fruit snacks and bars
- Ice creams and yogurts
- Sorbets and granitas
- Bakery
- Beverages
- Smoothies

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 .


## Benefits of Using Tree Top's Concentrated Fuit Purfés:

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


## Quality Concentrated Fuit 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


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.


## 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.



## 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

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


## Formulated

## Fruit Preps

## Quality Formulated Fuit 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

## Fuit Pepa Apiciations:

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


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 $26 \% \mathrm{H}_{2} \mathrm{O}$, 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

$1 / 2 " x 3 / 8 " \times 1 / 4 "$ Evaporated Apple Color Preserved with Sodium Sulfite

$3 / 4 " \times 1 / 2{ }^{\prime \prime} \times 1 / 4$ " Evaporated Apple Color Preserved with Sodium Sulfite
$1 / 4$ " x $1 / 4$ " x 1/4" Evaporated Apple Natural - No Treatment to Preserve Color


3/8" x 3/8" x $3 / 8^{\prime \prime}$ Evaporated Apple Color Preserved with Sodium Sulfite

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


## Regular or Evaporated 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 $18 \% \mathrm{H}_{2} \mathrm{O}$, sulfited is $22 \%$ to $26 \% \mathrm{H}_{2} \mathrm{O}$
- Water activity 0.43 to 0.85 depending on application needs

$1 / 4 " \times 1 / 4 " \times 1 / 4$ " 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.

## 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.


3/8" x 3/8" x 3/8" Low Moisture Apple Dice Natural - No Treatment to Preserve Color

$1 / 2 " \times 3 / 8^{\prime \prime} \times 1 / 4$ " Low Moisture Apple Dice Color Preserved with Sulfur Alternative

$3 / 4 " \times 1 / 2 " \times 1 / 88^{\prime \prime}$ 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

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

## Low Mosisure Puffed

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.

$1 / 8^{\prime \prime} \times 1$ " x NEC Low Moisture Puffed Apple Slices Unpeeled Color Preserved with Sodium Sulfite


1/8" x 1 " x NEC Low Moisture Puffed Apple Slices Unpeeled Color Preserved with Sodium Sulfite Cinnamon Flavored

## Low Moisture Tenderized


$3 / 8 " \times 1 / 4 " \times 1 / 4$ " Low Moisture Tenderized/Rolled Apple Flake Strawberry Colored and Flavored Color Preserved with Sodium Sulfite

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

$3 / 8^{" ~} \times 1 / 4 " \times 1 / 4$ " Low Moisture Tenderized/Rolled Apple Flake Color Preserved with Sodium Sulfite


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

## Low Moisture

 Apple Applications: . Cakes and pies- Toaster pastry fillings
- Dried fruit snacks
- Hot and ready-to-eat cereals


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

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


# Drum Dried Fruit <br> 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.

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

## Benefits of Our IOF 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

$1 / 4$ " x $1 / 4^{\prime \prime} \times 1 / 4$ " 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

$1 / 22^{\prime \prime} \times 1 / 22^{\prime \prime} \times 1 / 22^{\prime \prime}$ IQF Apple Dice
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



Whole Dark Sweet Cherries

## Benefits of Paciic Northwest Cheries:

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


## Frozen



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


## Clarified Fruit Juice

 ConcentratesTree 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.

## Why Chose Friit 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


Pear
Juice Concentrate 68/50 BRIX


Strawberry
Juice Concentrate 70 BRIX

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

## 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.

## suodvs: Custan 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.

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

| Product | Minimum <br> Quantity |
| :--- | :--- |
| Dried Apples | $20,000 \mathrm{lbs}$. |
| Fruit Powders | $10,000 \mathrm{lbs}$. |
| Frozen Fruits | $40,000 \mathrm{lbs}$. |
| Fruit Sensations ${ }^{\circledR}$ | $10,000 \mathrm{lbs}$. |
| Fruit Clusters | $5,000 \mathrm{lbs}$. |
| Puffed Apples | $20,000 \mathrm{lbs}$. |
| Fruit Sensations ${ }^{\circledR}$ Muesli Crisps | $5,000 \mathrm{lbs}$. |
| Single Strength Purées | $20,000 \mathrm{lbs}$. |
| Concentrated Purées | $35,000 \mathrm{lbs}$. |
| Fruits Preps | $20,000 \mathrm{lbs}$. |
| Juice Concentrates | $5,000 \mathrm{gallons}$ |
| Juice Blends | $5,000 \mathrm{gallons}$ |




## 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.

Mango Fruit Base Dice

Peach Fruit Base

## Fruit PrepA Aplications:



Peach Fruit Base Dice

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



## FuitSensations Chews



Blueberry Fruit Sensations ${ }^{\circledR}$


Cherry Fruit Sensations®


Apple Cinnamon Fruit Sensations ${ }^{\circledR}$


Strawberry Fruit Sensations ${ }^{\circledR}$


Peach Fruit Sensations ${ }^{\circledR}$


Raspberry Fruit Sensations ${ }^{\circledR}$

## Benefits of Ouf Friit 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


## Fuuit Sensations Applications:

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


## Fuit Sensations Muesli Crisps

## Beneitis of Our Fruit Sensations ${ }^{\circledR}$ Muesil 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 Muesi Crisps Applications:



Apple Multigrain

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



## 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: $0.1-0.3 \mathrm{H}_{2} \mathrm{O}:<5 \%$ Size: $1 / 4 \mathrm{~m}-3 / 4 \mathrm{~L}$ ". Depending on formulation - fruit \% can range from $40 \%$ to $70 \%$.


Peach Cobbler Rice Crisp Cluster


All Fruit Blueberry Cluster


Raspberry Grain Cluster


Apple Cinnamon Grain Cluster


Tropical Grain Cluster

## Fruit \& Grian Clusters Applications:

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


## Evaporated S <br> p <br> ec cia Spice Rubbed

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.


These custom products require a $\mathbf{2 0 , 0 0 0}$ pound minimum production run.

## Low Mosture Puffeed

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.


¼ x 1 " x 3/4" Low Moisture Puffed Apple Peach Colored and Flavored Color Preserved with Sodium Sulfite

$1^{\prime \prime} \times 3 / 4$ " $\times 1 / 4$ " Low Moisture Specialty Puffed Apple Raspberry Colored and Flavored Natural - No Treatment to Preserve Color

$1 / 2^{\prime \prime}$ x 3/8" x $1 / 4$ " Low Moisture Puffed Apple Dice Strawberry Colored and Flavored Natural - No Treatment to Preserve Color


$1 / 22^{\prime \prime} \times 3 / 8^{\prime \prime} \times 1 / 4$ " Low Moisture Tenderized/Rolled Apple Flake Natural - No Treatment to Preserve Color

$1 / 2 " x 3 / 8^{\prime \prime} \times 1 / 4$ " Low Moisture Specialty Tenderized/Rolled Apple Flake Pineapple Colored and Flavored Color Preserved with Sodium Sulfite

$1 / 2{ }^{\prime \prime} x^{3 / 8 "} \times 1 / 4$ " Low Moisture Specialty Tenderized/Rolled Apple Flake Blueberry Colored and Flavored Natural - No Treatment to Preserve Color

## Died Specialty



1/8" Chip Evaporated Apple Pineapple Colored and Flavored


1/8" Chip Evaporated Apple Orange Colored and Flavored

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

$1 / 4$ " $\times 1 / 4$ " $\times 1 / 4$ " 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.

$1 / 4 " \times 1 / 4$ " x 1/4" Evaporated Apple Kiwi Colored and Flavored


18" Grind Evaporated Apple Blueberry Colored and Flavored


1⁄" Grind Evaporated Apple Cherry Colored and Flavored

$1 / 4$ " $\times 1 / 4$ " $\times 1 / 4$ " Evaporated Apple Raspberry Colored and Flavored



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 $3.5 \% \mathrm{H}_{2} \mathrm{O}$
0.03 maximum water activity

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

## Packagingoptions

- 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
$1,050 \mathrm{lb}$. Totes
Bags'n Totes
Super Sacks

- IOF Fruit

40 lb . Bag'n Carton Bulk Totes

- Solid Pack Fruit

Plastic Pails
Drums

# TreETOP w ingerients. 

## Product



More fruits, more forms, more possibilities."
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