

CREATE NEW CONDIMENTS *with* RED RASPBERRIES

Inspire the Imagination and Amaze the Senses



Razz up your condiment selection by embracing the potential that processed red raspberries offer. Now's the time to embrace the trends and to offer your customers something new. The condiment and sauce industry exploded to reach **\$24 billion** in 2016, a growth of more than 2 percent over the previous five years*—and it's not slowing down. Tap into the trend by incorporating red raspberries into condiments, spreads, dips, sauces and salsas.

Juice Concentrate



Puree, Sieved



IQF Crumbles (Whole and Broken)



Straight Pack, Block



IQF Whole Red Raspberries



CHOOSE RED RASPBERRIES TO BUILD FLAVOR

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It's all about the *sensory experience* that processed frozen red raspberries provide—the *vibrant ruby red color*, the *intermingling flavors of sweet and tart*, and the *ambrosial scent* that the fruit imparts.

The *sweetness* of red raspberries partners equally well with *spicy, smoky or umami flavors*, opening up a wide array of condiment and sauce options.



Research shows that **75%** say they *want to find more food and beverage items made with raspberries* in grocery stores and on restaurant menus*

Customers are increasingly looking for **healthier options**. Frozen red raspberries are **picked at the peak of ripeness within hours of harvest** without any additives—simply cold air.

CONDIMENT TRENDSPOTTING

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Sauces and condiments are playing a bigger role than ever, but customers are no longer satisfied with the standards. Top trends in this field include...

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Healthy eating. Forget about added sugars, salt and preservatives. Consumers are increasingly focused on add-ons that are all-natural. Sugar-free, salt-free and preservative-free red raspberries certainly fit that bill!



Natural color.

Consumers look at labels for minimally processed ingredients in the foods they eat and that includes color. The frozen red raspberry color palette goes from pretty pink to jewel-tone red.



Exotic flavors.

Millennials aren't satisfied with the status quo, and that applies to their condiments, too. Raspberries pair well with the exotic flavors that this important demographic seeks, particularly in the hot sauce realm—say, with a roasted raspberry chipotle sauce.



Floral aromas.

Whole Foods named “Floral flavors” one of the top food trends for 2018. Red raspberries have a distinctive fruit perfume and make a perfect pairing with rose or hibiscus flavors in a signature condiment.

CONDIMENTS REINVENTED

Take advantage of all processed frozen red raspberries have to offer in all its product formats that include Individually Quick Frozen (IQF), puree, concentrate and dried.



Razy Ranch The quintessential salad dressing and dip gets a flavor boost and rosy hue from sweet ‘n tangy red raspberries.

Raspberry Moustarda Tap into the produce-centric trend with red raspberry’s distinctive fruit and floral flavor to create a sweet, spicy and savory spread, dip or sauce.



Raspberry Cocktail Sauce Change up cocktail sauce with red raspberry’s subtle sweetness that balances the richness of the sour cream and and the burn of the horseradish.

Cardamom Raspberry Jam Flavor wins the day and cardamom gives the sweet flavor of raspberry jam a little extra pop on thick toast, a turkey sandwich or swirled into an artisan soda.



Raspberry Salad Dressing Red raspberry naturally sweetens classic vinaigrette and blends perfectly with lemon and olive oil dressing.



Raspberry Butter Red raspberry puree creates a signature breakfast or brunch offering.

Red Raspberry Ketchup Blend equal parts or raspberry and tomato into a sweet-sour-spice base for a sophisticated twist on a classic for use as a topping or mop.

Raspberry Kung Pao Combined with spicy dried red chilis, raspberry puree balances the richness of peanuts in kung pao.



Raspberry and Caramelized Onion Chutney Sweet, tangy and savory describe this accompaniment for cheese, swirled into hummus or layered in sandwiches.



Raspberry Pickled Onions Add beautiful jewel color and a hint of red raspberry to pickled onions.

Pickled Raspberries The fully ripe flavor of IQF red raspberries adds complexity to pickled raspberries as an ingredient that adds dimension when building flavor in a dish.



Raspberry-Pineapple Salsa Why enjoy just one fruit when you can have two? Sweet heat satisfies as a chip dip on a cheese tray and, savory and spicy saves the day as a unique chip dip and brightens meat and seafood.

Raspberry Compote Cranberry compote with red raspberry and ginger shows raspberry as the prefect mirror for cranberry. Red raspberry adds ruby color and complements rich apple or quince sauce.

For More Information

Visit redrazz.org for our Buyer's Guide, Flavor Guide, recipes and other resources for education and inspiration for menu and product development.

About the National Processed Raspberry Council

Created in 2013, the National Processed Raspberry Council (NPRC) represents the processed red raspberry industry and is supported by assessments from both domestic and imported sources. The NPRC is responsible for marketing processed raspberries in the U.S. and is committed to promoting the growth of the entire industry. Processed red raspberries are frozen at the peak of ripeness to lock in flavor and nutrition. NPRC's mission is to invest in research on the health and wellness benefits of raspberry consumption and communicate the advantages of red raspberries to consumers, food manufacturers and foodservice decision makers in order to build demand and secure the long-term viability of the industry.

*Sources
Condiments and Sauces: U.S. Retail Market Trends and Opportunities
Whole Foods Market reveals top food trends for 2018
The Research Is In, Consumers Want More Razz



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