



# Fruit Ingredients



## Product Catalog

*Dried, Fruit Preps, Purées and Concentrates*



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



# Regular Moisture 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.



1/2" x 3/8" x 1/4" Regular Moisture Apple  
Color Preserved with Sodium Sulfite



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



3/4" x 1/2" x 1/4" Regular Moisture Apple  
Natural - No Treatment  
to Preserve Color



## Regular Moisture 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



3/8" x 3/8" x 3/8" Regular Moisture Apple  
Color Preserved with Sodium Sulfite

**For product specifications visit [treetoppingredients.com](http://treetoppingredients.com)**





# Regular Moisture Apples

## Benefits of Our Regular Moisture Apples:

- Shelf-stable product moisture range for natural product is 14% to 18% H<sub>2</sub>O, sulfited is 22% to 26% H<sub>2</sub>O
- 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
- Water activity 0.43 to 0.85 depending on application needs
- Dried apples do not count as added sugar under the new labeling guidelines

## 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.



1/8" Grind Regular Moisture Apple  
Natural - No Treatment to Preserve Color



Regular Moisture Apple Wedges  
Natural - No Treatment to Preserve Color



1/8" Chip Regular Moisture Apple  
Color Preserved with Sodium Sulfite



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



**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs.**



# Low Moisture Apple Dices

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



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



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



1/2" x 3/8" x 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

## 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



For product specifications visit [treetoppingredients.com](http://treetoppingredients.com)



## Low Moisture Apples 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.



$\frac{3}{8}$ " x  $\frac{3}{8}$ " x  $\frac{3}{8}$ " Low Moisture Puffed Apple Dice Unpeeled  
Color Preserved with Sodium Sulfite

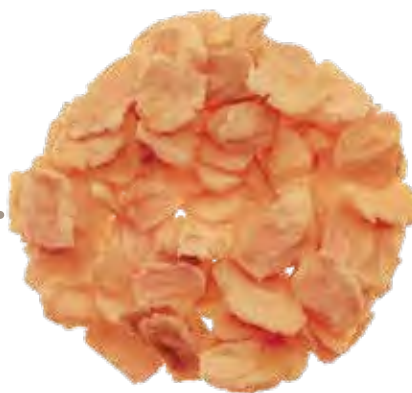


$\frac{1}{8}$ " x 1" x NEC Low Moisture Puffed Apple Slices Unpeeled  
Natural - No Treatment to Preserve Color



$\frac{1}{8}$ " x 1" x NEC Low Moisture Puffed Apple Slices Unpeeled  
Color Preserved with Sodium Sulfite  
Cinnamon Flavored

## Low Moisture Apples Rolled Flake



$\frac{3}{8}$ " x  $\frac{1}{4}$ " x  $\frac{1}{4}$ " Low Moisture Tenderized/Rolled Apple Flake  
Natural - No Treatment to Preserve Color



$\frac{3}{8}$ " x  $\frac{1}{4}$ " x  $\frac{1}{4}$ " Low Moisture Tenderized/Rolled Apple Flake  
Natural - Strawberry Colored and Flavored  
No Treatment to Preserve Color



$\frac{3}{8}$ " x  $\frac{1}{4}$ " x  $\frac{1}{4}$ " Low Moisture Tenderized/Rolled Apple Flake  
Natural - Peach Colored and Flavored  
No Treatment to Preserve Color



**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs.**



# Low Moisture Apple Granules & Powders



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



4 Mesh Low Moisture Apple Granule  
Natural - 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 cake, muffin, 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



For product specifications visit [treetoppingredients.com](http://treetoppingredients.com)



## Drum Dried Fruit

# Flake Powders



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.



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



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



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



35 Mesh Fructant Flake Powder  
Natural - No Treatment to  
Preserve Color



20 Mesh Raspberry/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

**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs**.



# *Drum Dried Fruit* **Flake Powders**

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



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

## **Benefits of Our Drum Dried Fruit Flake Powders:**

- Nice 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
- Fruit flake powders do not count as added sugar under the new labeling guidelines



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



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

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

**For product specifications visit [treetopingredients.com](http://treetopingredients.com)**



# Single Strength Purées



Apple Purée



Apricot Purée



Blackberry Purée



Blueberry Purée

Consumers increasingly concerned with health and wellness are choosing products boasting of 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.

**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

# Single Strength Purées

## Benefits of Using Tree Top's Single Strength Fruit Purées:

- Minimally processed single strength fruit purées retain a better color, flavor and nutrition profile
- Made with whole fruit, purées provide additional fiber
- ½ cup of single strength purée = 1 fruit equivalent
- Products can be labeled "made with real fruit" to add that health halo image consumers desire
- Available in 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
- Tree Top, as a grower owned fruit cooperative has been transforming ugly fruit into value-added ingredients for 55 plus years



Peach Cling & Freestone Purée



Pear Purée



Red Raspberry Purée

## Purée Applications:

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



Plum Purée



Strawberry Purée

For product specifications visit [treetoppingredients.com](http://treetoppingredients.com)



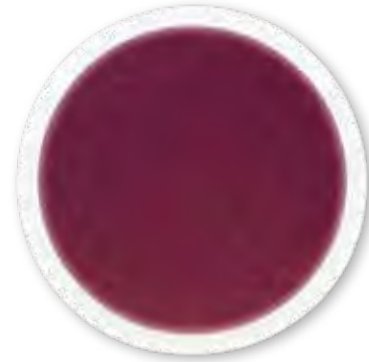
# Concentrated Purées

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.

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.



Blackberry Purée 30 BRIX



Blueberry Purée 28 BRIX



Apple Purée  
32 & 38 BRIX



Red Tart Cherry Purée  
30 BRIX



Apricot Purée 32 BRIX



Concord Grape Purée  
45 BRIX



**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs.**

# Concentrated Purées



## 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
- Both concentrated and single strength purées do not count as added sugar under the new labeling guidelines

## 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



Mango Purée 28-30 BRIX



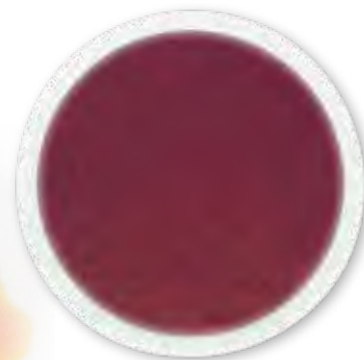
Cling & Freestone Peach Blend Purée 32 BRIX



Pear Purée 32, 38 & 45 BRIX



Plum Purée 32 BRIX



Raspberry Purée 28 BRIX



Strawberry Purée 28 BRIX



For product specifications visit [treetoppingredients.com](http://treetoppingredients.com)



# 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 Fruit Base



Concord Grape Fruit Base



Boysenberry Fruit Base



Dark Sweet Cherry Fruit Base  
*Limited Availability*



Cherry Fruit Base

**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs**.





# Formulated **Fruit Preps**

Tree Top's fruit preps are specially blended for the dairy and frozen novelty industry. Depending on your application needs, our preps are typically formulated with a combination of whole fruit, purées, sweeteners, and stabilizers.

## 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 nice color
- Preferred choice of multiple leading brands for great taste and outstanding quality



Pomegranate Fruit Base



Raspberry Fruit Base



Red Raspberry  
Variegate Fruit Base



Strawberry 4+1  
Fruit Purée Base



For product specifications visit [treetoppingredients.com](http://treetoppingredients.com)



## 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
- Variegates
- Yogurt and other dairy bases
- Fruit leathers
- Fruit snacks

**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs.**



Apple  
Juice Concentrate  
70 BRIX



Concord Grape  
Juice Concentrate  
68 BRIX



Blackberry  
Juice Concentrate  
65 BRIX

## Clarified Fruit Juice Concentrates

Tree Top offers premium fruit juice concentrates, which make excellent 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.

**Blackberry, raspberry, blueberry and strawberry juice concentrates require a minimum annual production run of 3,600 gallons**



**For product specifications visit [treetopingredients.com](http://treetopingredients.com)**



## Why Choose Fruit Juice Concentrates?

- Allows your product to be labeled as containing “real fruit juice”
- Serves as an alternative sweetener, replacing sugar or corn syrup, although juice concentrate does count as added sugar in most applications
- Contributes various flavors and color profiles, making them extremely versatile
- Fruit juice can be added to your formula as a way to adjust the pH



## NORTHWEST NATURALS



### Specialty Concentrates

Northwest Naturals, a wholly-owned subsidiary of Tree Top, Inc., offers the following concentrate products: 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.

**Note:** Actual product color may vary. Some items are custom formulated and may require **Minimum Production Runs.**



Raspberry  
Juice Concentrate  
65 BRIX



Blueberry  
Juice Concentrate  
65 BRIX



Pear  
Juice Concentrate  
70 BRIX



Strawberry  
Juice Concentrate  
70 BRIX

# CUSTOM

## 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.

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

<b>Product</b>	<b>Minimum Quantity Finished Product</b>
Dried Apples	20,000 lbs.
Fruit Powders	10,000 lbs.
Puffed Apples	20,000 lbs.
Single Strength Purées Pasteurized Frozen	20,000 lbs.
Single Strength Purées Aseptic	32,000 - 40,000 lbs. (depending on fruit type)
Concentrated Purées Aseptic	35,000 - 50,000 lbs. (depending on fruit type)
Fruit Preps	20,000 lbs.
Juice Concentrates	5,000 gallons
Juice Blends	3,500 gallons

# CUSTOM



# Packaging Options

- **Juice Concentrates**

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

- **Purée Concentrates**

ASEPTIC

55 Gal. Bag'n Drums  
275 Gal. Bags'n Totes

PASTEURIZED FROZEN

5 Gal. Pails  
55 Gal. Drums

- **Formulated Fruit Preps/Bases & Single Strength Purées**

ASEPTIC

5 Gal. Bag'n Boxes  
55 Gal. Bag'n Drums  
275 Gal. Bags'n Totes

PASTEURIZED FROZEN

5 Gal. Pails  
55 Gal. Drums

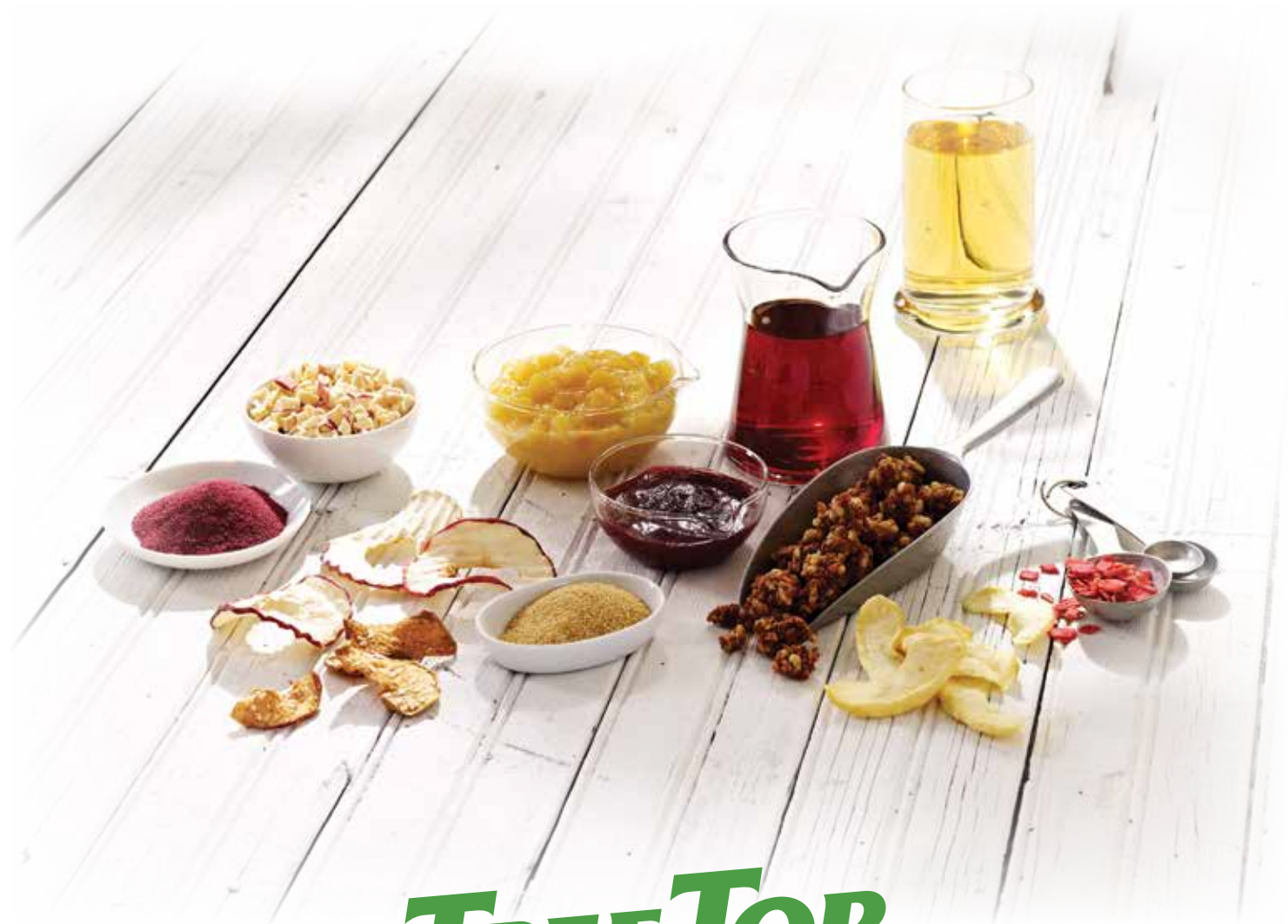
- **Dried Apples**

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





**TREE TOP**  
Grower Owned Since 1960

## Fruit Ingredients

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