



A passion for
frozen fruit



WHO IS DIRAFROST?





Dirafrost's vision is to be a preferred partner for frozen fruit solutions, through our passion for quality, supply chain excellence & customer proximity.

We love fruit and we know fruit inside out. It is our passion and our job. We travel around the globe to select for you only the choicest of crops and then fast freeze them as soon as they are harvested. Our passion for quality & supply chain excellence make sure that our customers don't have to worry about the quality of their fruit ingredients. So they have more time to focus on their core business. That is how we are a partner, not just a supplier.

THIS IS HOW WE HELP YOU



This is how we help you



Fruit expertise

Our people help you to select the right frozen fruit ingredient for your unique need.



Quality & vertical integration

The vertical integration of our red fruits, our close partnership with certified suppliers & our advanced quality monitoring system offer you transparency about the origin of your fruit ingredients. Our process for your quality.



Supply Chain excellence

The quest to find the fruit ingredient from the right origin, with the right specifications & delivered on time: that is what keeps us going every day.

The strength of a world leader, the agility of a small company

Agrana, headquartered in Austria, is the world quality leader in refining agricultural products into sugar, starch and processed fruits. A group with 54 factories and 8.7000 employees worldwide offers a solid base. Inside this group Dirafrost, headquartered in Belgium, is a small & mobile player with 30 employees.

We are the red fruit specialist and market leader for frozen strawberries: 20% of the total frozen strawberry output from Morocco comes from our factory.



€2.5 billion

Group revenue



8700

Employees worldwide



54

Production facilities
across 5 continents



Agrana, headquartered in Austria
is the world quality leader in refining
agricultural products into:



Sugar Division



Starch Division



Fruit Division



X Agrana fruit preparation processing plants

O Agrana fruit first transformation & processing plants (frozen fruits)



These markets rely on our quality

Retail

Dira brand & private label

Distribution

Bakery Wholesale
Smoothie chains
Foodservice

Dira brand & private label

Industry

Bakery & pastry
Desserts
Freeze dry
Ice cream
Jam
Juice & Beverage
Packers
Fruit prep



Packaging options for private label



Boxes



Pillow bags



Zip lock bags



Bag-in-bag



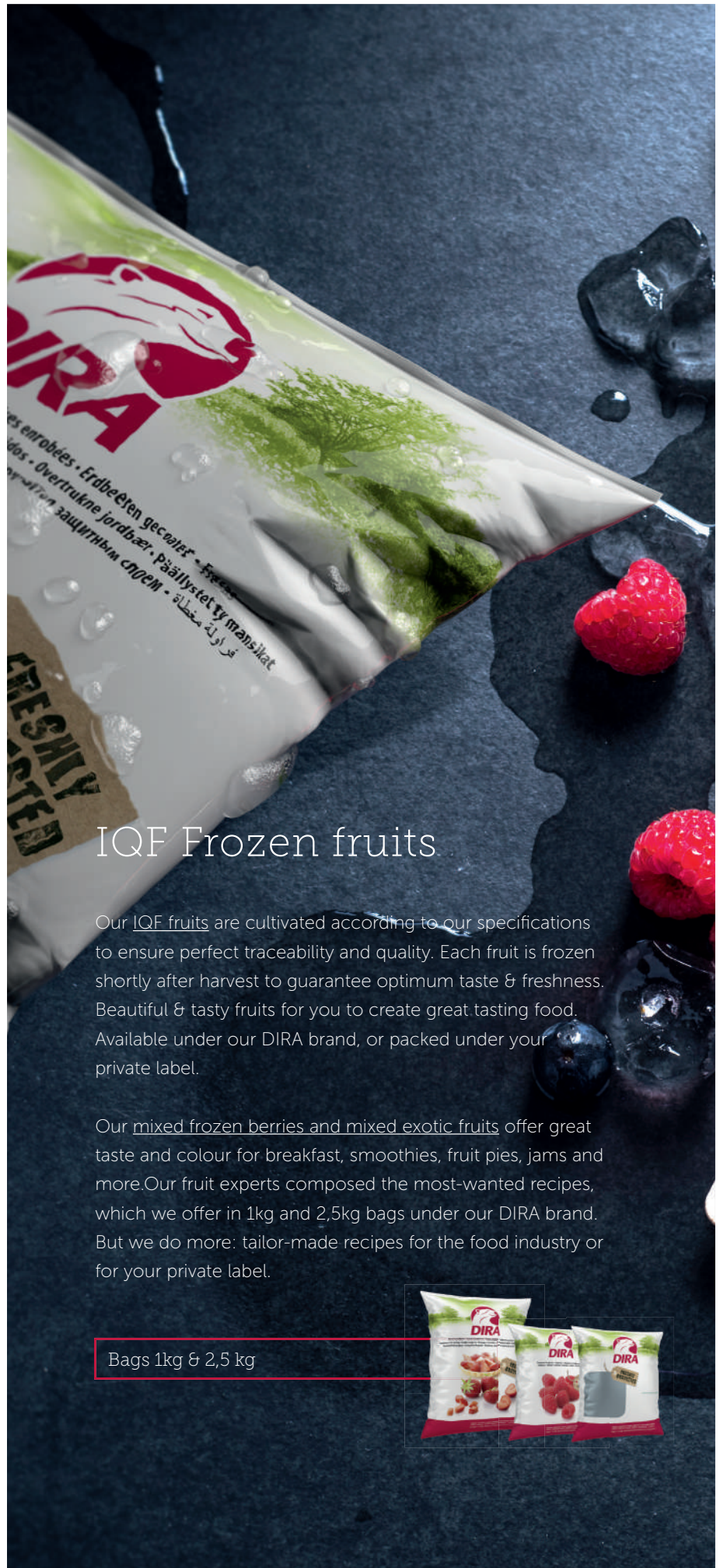
Stand-up pouches



Bottle



Tray for fruit puree



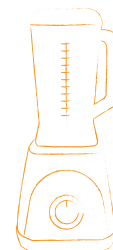
IQF Frozen fruits

Our IQF fruits are cultivated according to our specifications to ensure perfect traceability and quality. Each fruit is frozen shortly after harvest to guarantee optimum taste & freshness. Beautiful & tasty fruits for you to create great tasting food. Available under our DIRA brand, or packed under your private label.

Our mixed frozen berries and mixed exotic fruits offer great taste and colour for breakfast, smoothies, fruit pies, jams and more. Our fruit experts composed the most-wanted recipes, which we offer in 1kg and 2,5kg bags under our DIRA brand. But we do more: tailor-made recipes for the food industry or for your private label.

Bags 1kg & 2,5 kg





Mixed fruit for smoothies

These are convenient mixes of frozen fruits in 150 g bags give your smoothies a constant taste and colour. The frozen fruits immediately chill your smoothie, so no need to add ice-cubes.

150 g bags



Fruit purees

Our premium fruit purees offer constant taste & colour for foodservice, artisan bakery and the food industry. The ingredients are sourced by our fruit experts and carefully processed by our production team at low temperature. The fruits undergo a mild thermal treatment, to preserve their natural taste & colour. Available with or with no added sugar.

480 g bottles / 1 kg trays / 10 kg buckets





Fruit coulis

Our fruit coulis offer constant taste & colour and perfect viscosity to decorate your ice-cream and desserts.

Because taste comes first, our fruit coulis have a fruit content up to 86%.



500 g bottles





Frozen fruit specialties



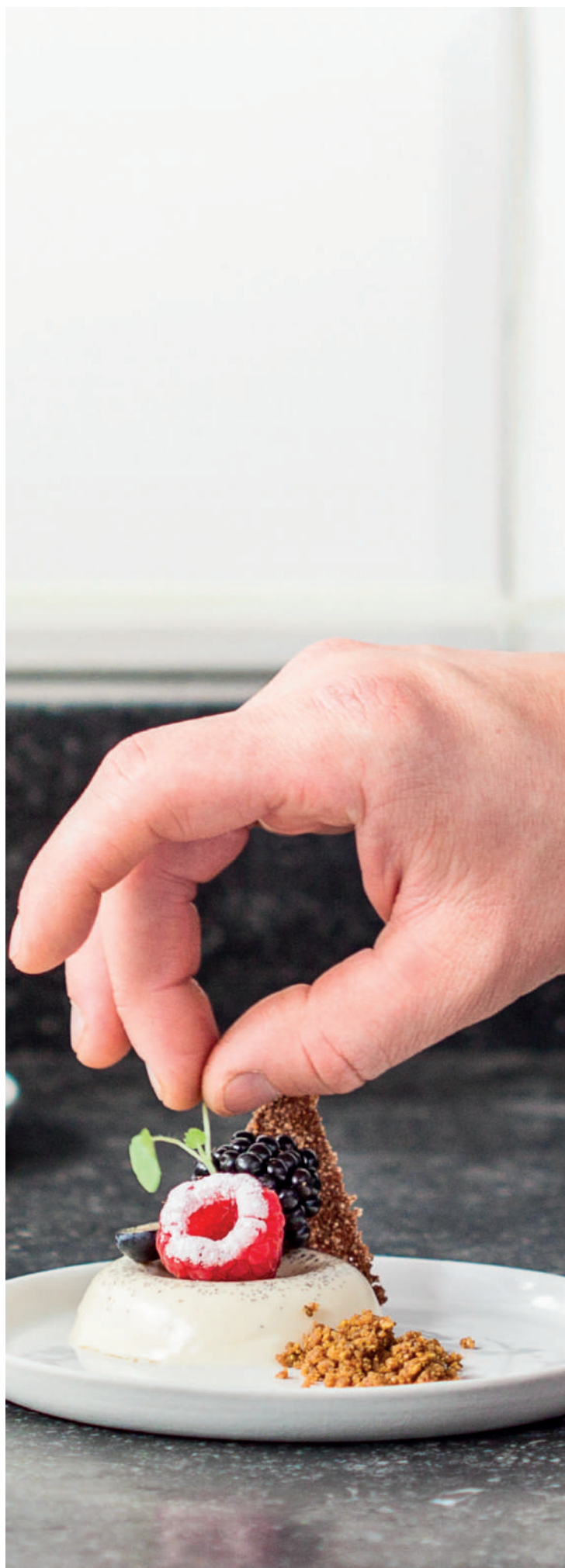
Our deco fruits can make the manufacturing of your tartlets, pies and cakes easier. The deco fruit range comprises coated fruits & pre-formed fruit disc for pies. Our coated fruits loose up to 15% less juice after thawing, preserving your pie's texture & look.

If you have a particular fruit ingredient question or if you are looking at optimizing your production process, our R&D people can analyse your needs, make recommendations & create tailor-made fruit solutions. Example: our raspberry disc allows industrial bakeries to double the efficiency of their tartlet production.



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