



A passion for  
frozen fruit

product catalogue



## A passion for frozen fruit

Hello, we are Dirafrost and we love fruit. We know fruit inside out: it is our passion and our job. We were founded in 1988 as a family company in Limburg, the heart of the fruit growing region in Belgium. As a frozen fruit company, we started delivering to bakeries & pastry shops, so we have a long tradition in the bakery sector.

As our company grew bigger, we became member of the Austrian International Food Group Agrana in 2004. We combine the strength of a world leader with the agility & dedication of a small family business. We bring you food expertise, the best quality & inspiring ideas to keep your customers delighted. This is how we are a partner, not just a supplier.

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# Our commitment for you to become an even better chef

## Fruit expertise

Our people help you select the right frozen fruit ingredient for your unique need. For us a strawberry is not just a strawberry, a mango is not just a mango. Everything depends on the use of the fruit. We offer the largest possible choice of varieties.

## Quality

For us, quality comes first. Only the best quality for the best taste. 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. We test our fruits on 175 parameters, to offer only the best fruits

## Innovative

We are always thinking ahead, whether it comes to fruits, culinary ideas or technology.

### Fruits

We are always testing & evaluating new varieties on the market.

### Culinary ideas

We work with inspiring young chefs who bring new ideas & new possibilities with fruit.

### Technology

Manufacturing technology: we have state of the art factories.

### Marketing technology

We connect & engage with you digitally. Find us on:



# Frozen Fruit application table



	Deco fruit	Open tart with fruit not baked	Open tart with fruit baked	Pie filling	Fruit salad	Smoothie	Jam
<b>Red fruits</b>							
Strawberry Camarossa whole				●	■ (cal)	■	■
Strawberry Senga whole				●	■ (cal)	■	■
Raspberry Meeker	■	■		■	■		
Raspberry Willametta	■	■		■	■		■
Raspberry Heritage 🌟	■	■		■	■	■	■
Raspberry crumble			■	■		■	■
Sourcherry dark		■	■	■	■	■	■
Sweet cherry black		■	■	■	■	■	■
Red currant	■	■	■	■	■	■	■
Black currant		■	■	■	■	■	■
Blueberry wild / cultivated		■	■	■	■	■	■
Lingonberry					■	■	■
Cranberry					■	■	■
Elderberry wild						■	■
<b>Fruits of the orchard</b>							
Apple segments			■	■	■	■	■
Apple cubes 10x10	■		■	■	■	■	■
Pear cubes 10x10	■		■	■	■	■	■
Plum / Quetsche halves or 1/4			■	■	■	■	■
Peach segments 🌟	■	■	■	■	■	■	■
Peach cubes 10x10	■	■	■	■	■	■	■
Apricot halves			■	■	■	■	■
Apricot cubes 10x10	■	■	■	■	■	■	■
Rhubarb red pieces or cubes 10x10			■				■
Fig purple halves or 1/4	■		■				■
Grape white			■		■	■	■
Gooseberry			■				■
<b>Exotic fruits</b>							
Melon green/ yellow balls or chunks	■	■		■	■	■	■
Kiwi green slices/ cubes	■	■		■	■	■	■
Pineapple tid bits/ chunks/ cubes		■	■	■	■	■	■
Mango chunks / cubes	■		■		■	■	■
Papaya chunks / cubes	■	■	■	■	■	■	■
Banana slices				■		■	■
Pomegranate arils	■				■		
<b>Citrus fruits</b>							
Orange segments without skin 🌟	■	■			■	■	■
Grapefruit segments red/ white without skin 🌟	■	■		■	■	■	■
Mandarin segments without skin 🌟	■	■		■	■	■	■
<b>Fruit mixes</b>							
Red fruit cocktail (red currants, blackcurrants, sourcherries, raspberries, wild blueberries)		■		■	■	■	■
Premium fruit of the forest (Senga strawberries, blackcurrants, wild blackberries, red currants, wild blueberries)		▲		■	■	■	■
Value Berrymix (red currants, strawberries, raspberries, blackcurrants, cultivated blackberries & blueberries)		▲		■	■	■	■
Yellow fruit mix (apple, peach, pineapple, pear, grape, mandarin)		▲		■	■	■	■
Exotic Fruitmix (pineapple, yellow melon, green melon, mango, papaya)		■		■	■	■	■
Exotic Fruit salad with juice (exotic fruit juice, pineapple, yellow melon, papaya, green melon, mango, blue grape)		▲		■	■	■	■
<b>Deco Fruit with coating (to prevent juice loss in bakery products)</b>							
Strawberry Camarossa halves coated	■	▲					
Strawberry Camarossa cubes coated 10x10	■	▲					
Acapulco fruit mix for pies coated 🌟	■	▲					

🌟 Available on request

▲ Always cover with soft gel to prevent leaking, except Meeker raspberry: cover according to your own wish

● Compote

Our recommendations for use, purely indicative.

## Flavours



### Apple Jonagold

- Cubes 10x10 mm
- Segments



### Apricot

- Halves
- Halves non calibrated



### Black currant



### Blackberry

- Blackberry cultivated



### Blueberry

- Cultivated
- Wild European



### Cranberry



### Gooseberry

- Gooseberry 15/25 mm



### Kiwi

- Slices green



### Lingonberry

- Lingonberry wild



### Mango

- Chunks 20x20 mm
- Cubes 15x15 mm



### Melon yellow

- Balls



### Mirabelle

- De Lorraine halves



### Papaya

- Cubes 15x15 mm



### Pineapple

- Pineapple chunks



### Plum

- Quetche halves 1/2 (hand cut)
- Stanley halves 1/2



### Raspberry

- Whole
- Crumble
- Meeker 16-20 mm
- Willametta crumble



### Red currant



### Red rhubarb



### Sourcherry

- Sour cherry dark Lutowka
- Sour cherry Oblacinska



### Strawberry

- Camarossa 25/35 mm
- Camarossa not calibrated
- Senga not calibrated

## Available on request as Mono Fruit

Our team can find specific other varieties of fruit for you on request, e.g. Raspberry Heritage from Chile, or Chestnut or Mango halves or Orange segments.

## Fruit Mixes



### Berrymix with strawberry

- blackcurrant, strawberry, red currant, blackberry, raspberry, blueberry



### Berrymix without strawberry

- red currant, blackcurrant, blackberry, raspberry, blueberry



### Premium fruits of the forest

- blackcurrant, red currant, blackberry, blueberry, senga strawberry



### Red fruit cocktail

- red currant, blackcurrant, cherry, raspberry, blackberry, blueberry



### Value berrymix

- strawberry, red currant, raspberry, blackcurrant, blackberry, blueberry



### Yellow fruit mix

- apple, peach, pineapple, pear, mandarin, blue grape



### Exotic fruit mix

- pineapple, melon green, melon yellow, papaya, mango



### Exotic fruit mix with juice

- mango, papaya, peach, pineapple, blue grape, white grape, exotic fruit juice





# The Story of DIRA IQF fruit & fruit mixes

At DIRA we travel around the globe to select for you only the best fruits and then fast-freeze them as soon as they are harvested. Discover our pure fruits, or try one of our fruit mixes: they were frozen to lock in their freshness & will bring the fullest fruit flavors to your dishes. Taste our fruits and you will taste our passion.



## What are IQF frozen fruit & frozen fruit mixes & Why are they great in your kitchen?

IQF means individually quick frozen: each fruit piece is frozen individually in 10 max 15 minutes: this makes it easy to portion and prevents fruit from sticking together. IQF freezing is the best way to preserve the natural taste & colour of fresh fruit. You can use frozen strawberries or blueberries in a cake filling, or use a frozen berry mix to decorate tartlets. Always easy to have in your freezer. Available as mono fruit (1 fruit type) or mixed (a combination of several fruits).

## Sales package

1 kg or 2,5 kg plastic pillow bag



## Tech product info

### How to use

Put the frozen fruit in a bowl and let it defrost in the refrigerator (*max. +4 °C*) or in defrost setting in the microwave (*15 minutes for 1 kg at 100 to max. 350 Watt*)

### Shelf life



24 Months in the freezer (*-18°C*)

After thawing store in the refrigerator (*max. +4 °C*) and consume within 24 hours. Do not refreeze after defrosting.

# Recipe ideas

Use the fruits or fruit mixes in dessert glasses, in homemade jam or chutney, ice-cream, smoothies, fillings in trifles or cakes, or as a decoration on pies (then always cover with soft gel). Take a look at our Frozen Fruit Application Table on the last page.





## Recommended by:

**Ghislain Rossmark**

Ghislain Rossmark enjoyed a classical pastry schooling programme in France, participated in international pastry contests and was semi-finalist of the prestigious French Concours MOF (Meilleur Ouvrier de France). He is the former head pastry chef at five-star Hotel Le Royal in Luxemburg and now is responsible for pastry product development for growing catering company Steffen Traiteur, that delivers finest pastry to the Royal Court of Luxemburg. He is also Brand Ambassador for Barry Callebaut and Member of the Jury in international pastry contests.

# Flavours



**Apple**  
puree with sugar  
Brix 21° +/-2



**Apricot**  
puree with sugar  
Brix 19° +/-2



**Banana**  
puree with no added sugar  
Brix minimum 20°



**Black currant**  
puree with sugar  
Brix 20° +/-2



**Blackberry**  
puree with sugar  
Brix 20° +/-2



**Blueberry**  
puree with sugar  
Brix 20° +/-2



**Coconut**  
puree with sugar  
Brix 24° +/-2



**Lemon**  
puree with sugar  
Brix 15° +/-2



**Mango**  
puree with no added sugar  
Brix minimum 16°



**Melon yellow**  
puree with sugar  
Brix 19° +/-2



**Passion fruit**  
puree with sugar  
Brix 22° +/-2



**Peach**  
puree with sugar  
Brix 21° +/-2



**Pear**  
puree with sugar  
Brix 19° +/-2



**Pineapple**  
puree with sugar  
Brix 22° +/-2



**Raspberry**  
puree Willamette with sugar  
Brix 19° +/-2



**Sourcherry**  
puree with sugar  
Brix 22° +/-2



**Strawberry**  
puree Camarossa & Senga with sugar  
Brix 19° +/-3  
puree Senga with sugar  
Brix 19° +/-3



**Fruits of the forest**  
Raspberry, Strawberry, Red currant, Blueberry,  
Black currant, Blackberry, Elderberry  
puree with sugar  
Brix 21° +/-2





## The Story of DIRA fruit puree

Dirafrost has a long tradition in the bakery & pastry sector: ever since we were founded in 1988 we have been bringing the best frozen fruits to bakers & pastry chefs. We used our knowledge about fruit to start producing fruit purees and we became true quality leaders for fruit puree. We do comparative tests with our fruit purees on a regular basis, to make sure they have the best taste & colour & viscosity for the culinary chef.



### What is fruit puree & why is it great in your kitchen?

The ingredients for our fruit purees 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. Our premium fruit purees offer constant taste & colour for the production of artisan ice-cream, pastry & the finest desserts.

### Sales package

1 kg plastic tray



## Tech product info

### How to use

Thaw the fruit puree for 24 hours in the refrigerator (+4°C) or in defrost setting in the microwave (+/- 20 minutes at 100 to max 350 Watt). Shake well before use.

### Shelf life



36 Months in the freezer (-18°C)

After thawing & after opening store in the refrigerator and consume within 14 days.

# Recipe ideas

Fruit purees are a versatile ingredient for a wide variety of applications: for fruit mousse, layered desserts, cheese cake, glazing, fruity fillings, ganache, in whipped cream, coulis, ice-cream, sorbet, granité...





## Recommended by:

**Jan Menten**

Jan started his career as chef in several renowned restaurants, like the famous Michelin star restaurant Comme chez Soi in Brussels... Together with his wife An, he owns the Michelin Star Restaurant De Mijlpaal (which means "milestone") in Tongeren, a beautiful historical city in Limburg, Belgium. Jan serves refined modern variants of classical gastronomic dishes.



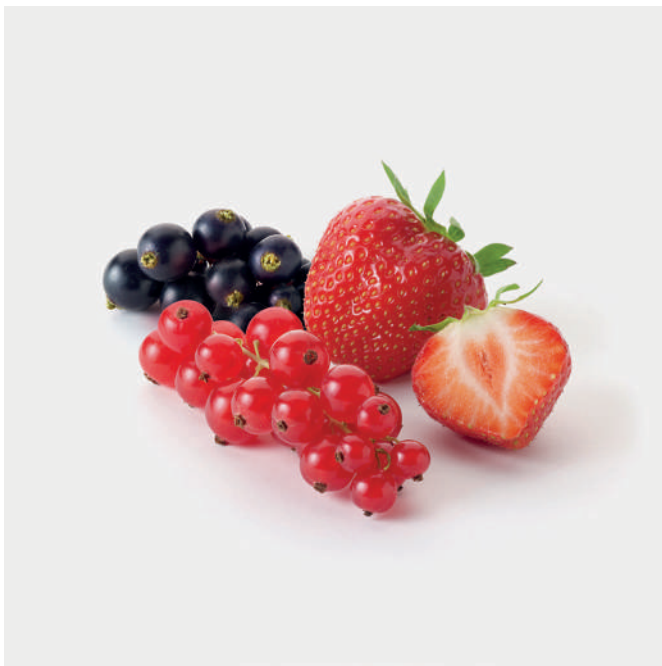
## Flavours



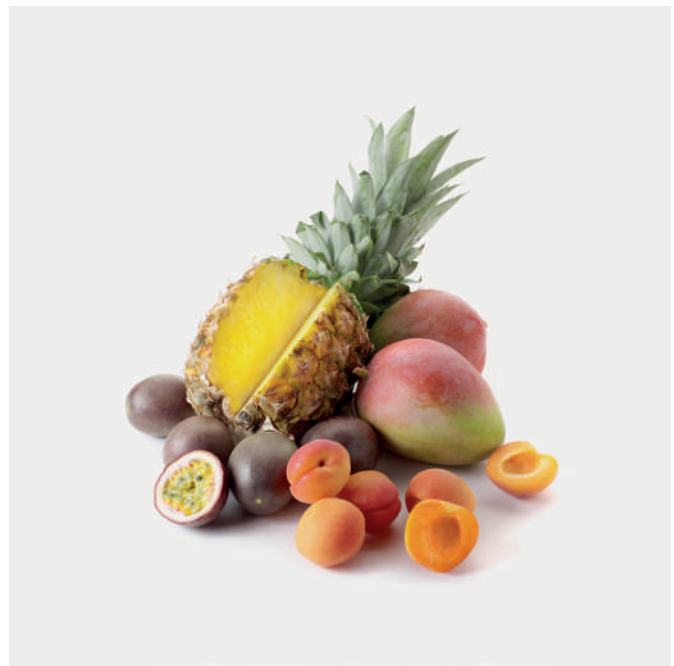
Raspberry



Red fruits



Strawberry, red currant, black currant



Yellow fruits

## The difference between fruit coulis and fruit puree

**Fruit coulis:** has a higher sugar content than fruit puree and therefore a thicker texture. That is why fruit coulis are ready for direct use to decorate plates.

**Fruit puree:** has a lower sugar content and is an ingredient for further processing in your recipes.

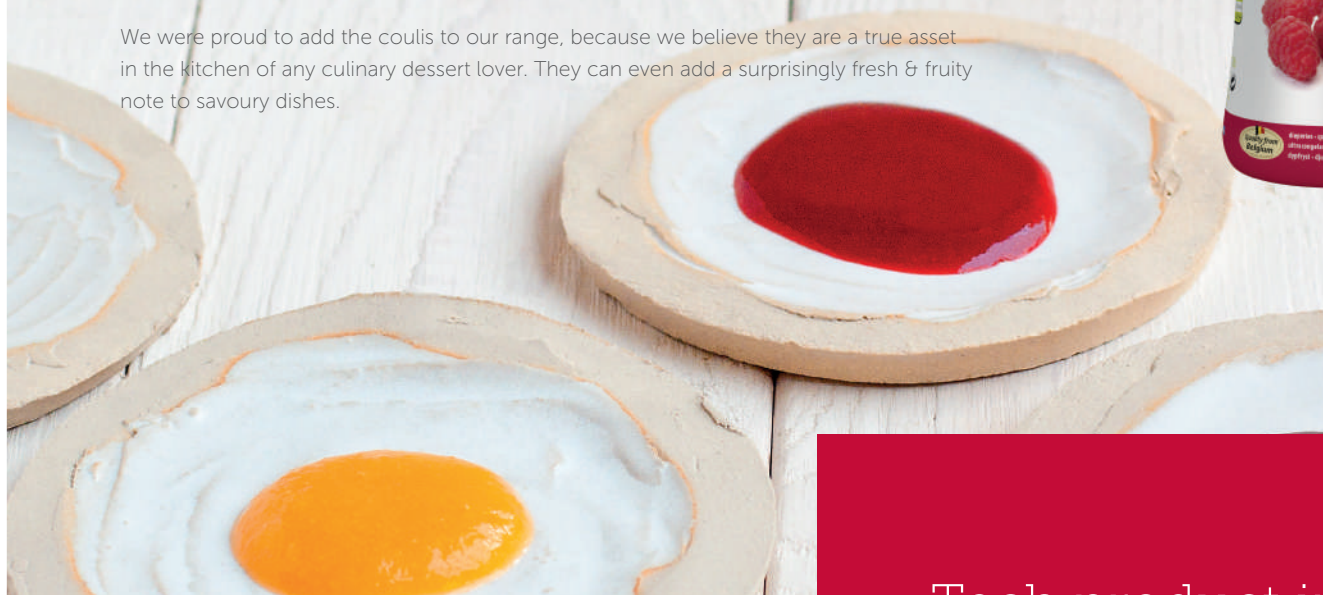




## The Story of DIRA Fruit Coulis

After mastering the production of high-end fruit purees since 2000 the step towards producing fruit coulis was only a logical step for us. We spent a year time on research to design an ergonomic & user-friendly bottle, to offer the chef a great product in a convenient bottle, to work quickly & neatly.

We were proud to add the coulis to our range, because we believe they are a true asset in the kitchen of any culinary dessert lover. They can even add a surprisingly fresh & fruity note to savoury dishes.



## Tech product info

### How to use

Thaw the fruit coulis for 24 hours in the refrigerator (+4°C) or in defrost setting in the microwave (+/- 10 minutes at 100 to max 350 Watt), after removing the seal from the bottle. Shake well before use.

### Shelf life



36 Months in the freezer (-18°C)

After thawing & after opening store in the refrigerator and consume within 14 days.

## What is fruit coulis and why is it great in your kitchen?

DIRA fruit coulis have a very high fruit content up to 86%, because we believe that taste comes first. They offer constant taste & colour and perfect viscosity to decorate your ice-cream and desserts

## Sales package

500 g ergonomic squeeze bottle



# Recipe ideas

In a verrine, on ice-cream or try different ways of presentation on a dessert plate: "lines", "scattered", "a dot" as in this blueberry mousse with roasted white chocolate & coulis of strawberry, red current & black currant. Also in aperitif.







## Recommended by:

**Laurens Snykers**

After classical chef schooling and learning the job in renowned Belgian restaurants, Laurens (now 27) and his wife Lien started their own restaurant Zoethout ("liquorice") in Wellen in 2013. A rising star in the Belgian gastronomy scene, now listed with 14 points by Gault & Millau. This young & creative chef is a fan of pure and honest ingredients.

# Flavours



Mango melon pineapple & kiwi smoothie



Papaya mango & pineapple smoothie



Raspberry & mango smoothie



Strawberry & banana smoothie



Strawberry & mango smoothie



Strawberry raspberry & blackberry smoothie



## The Story of DIRA Smoothie Portions

Since we already made frozen fruit mixes from the very beginning in 1988, the idea to pack our lovely fruit mixes in small portion for smoothies, was just bright. We thought it would offer great value to juice bars or anyone who has smoothies on the menu, if they could use a pre-mixed fruit portion, instead of losing time on cleaning, cutting & mixing fresh fruits. This was the start for our smoothie portions.



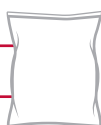
### What are smoothie portions and why are they great for juice bars?

These are convenient mixes of frozen fruits in 150 g bags are meant for making the life of juice bars easier. No fuss with cleaning & cutting fresh fruit or weighing. The pre-mixed fruit portions guarantee a constant quality for smoothies.

- Immediately chill the smoothie: no need to add ice
- Quick & convenient
- Easy to store

### Sales package

15 x 150 g plastic portion bags per carton



## Tech product info

### How to use

Put 1 portion of frozen fruit in the blender. Add 200 ml of juice of your choice. Mix for 35 seconds. The frozen fruits immediately chill your drink. This quantity is for 1 regular or 2 small smoothies.

### Shelf life



24 Months in the freezer (-18°C)

# Recipe ideas

Floating fruit in a punch or white sangria.

Mango Mania, with mango & raspberry.

Berry crush, with strawberry raspberry & blackberry

Tropical crush, with mango melon pineapple & kiwi.







Recommended by:  
Several juice bar chains  
across Europe



## Flavours



Acapulco fruit mix for pies, coated



Strawberry cubes 10/10, coated



Strawberry halves, coated

Also available: pre-formed fruit-discs



Strawberry



Raspberry



Apple



1.

Take the frozen fruit disc out of the tray

2.

Take your tartlet or shell and fill with custard

3.

Put the frozen fruit disc on top





# The Story of DIRA Coated Fruit

Since Dirafrost has a long tradition in the bakery & pastry sector from the very beginning in 1988, it was natural that we looked for innovations with fruit in this market segment. The issue with frozen fruits, is that they lose juice after thawing. No one wants mushy fruit cakes, so we started thinking about a solution for the juice loss. Our Quality Manager came up with the idea of a powder to cover the frozen fruits, to absorb the fruit juice after thawing. This is how we invented our coating technique, which was filed for patent in 2002 & is patented since 2006.



## Tech product info

### How to use

Do not defrost before use. Use the coated fruits frozen on the pie for decoration or as an inclusion inside a sponge cake. Finish with soft gel. Either store your cake frozen or chilled. When frozen, take out the night before serving. Once defrosted, store chilled for max 8 hours (+4°C).

### Shelf life



## What is coated fruit and why is it great for pastry?

Our coated fruits can make the manufacturing of your tartlets, pies and cakes easier. These coated fruits are covered with a thin layer of coating powder and they lose up to 15% less juice after thawing, preserving your pie's texture & look.

## Sales package

2,5 kg bags



## Recipe ideas

- Use frozen coated strawberry halves as decoration on a shortbread crust with crème d'amandes & cover with soft gel.
- Use frozen coated strawberry halves as a filling in a classic "fraisier": a cake with strawberry mousse & coated strawberry halves on the side
- Use frozen coated strawberry cubes as decoration, e.g. combined with rhubarb on mini tartlets
- Use frozen coated strawberry cubes as natural fruit inclusions, e.g. in cake or muffin







## Recommended by:

**Bart Menten**

Bart started his career at the renowned Brussels pastry shop Wittamer. In 1999 he went back to his hometown Tongeren to take over his parents' bakery & pastry shop Blanckaert, which exists for more than 100 years now. Bart is the 3rd generation and is taking the family business up to a higher level, by offering a high-end modern version of classic pastry. He is listed among the 20 best pastry shops in Belgium by Gault Millau since 2012.

Flavours



Raspberry Willemetta



Strawberry Senga



Seabuckthorn



Mango Alphonso



Passionfruit



Lemon from Sicily



Lime Key & Persian



# The Story of BeARTENDER

Imagine a frozen fruit company passionate about the best fruit varieties with great taste & vivid color. Add the expertise of a professional bartender and some smart packaging designers. That's how BeARTENDER was born: a new range of fruit purees for bartending.

At Dirafrost, we are not only pastry lovers, we also love the craftsmanship of bartending. We were fascinated by the high quality standards that bartenders set for products behind the bar. Presenting craft cocktails within minutes is quite an intensive job. We noticed that bartenders need to work fast and efficiently. We also happened to notice a lot of fuss with fruit behind the bar.

So that is exactly why we created BeARTENDER: to make the life of the professional bartender easier with the highest quality of pure fruit in a convenient format. To help the bartender to become an even better liquid chef.



## What is BeARTENDER Mashed Fruit & Why is it great behind the bar?

BeARTENDER 100% Mashed Fruit is a range of fruit purees with no added sugar, designed for cocktails, packed in an ergonomic flexible bottle with fine dosing nozzle & cool design. It is even possible to personalize the bottle.

1 bottle serves 16 cocktails, offers constant quality and saves money & time, since working with fresh fruit is costly & time-consuming. All info & recipe suggestions on [www.beartender.be](http://www.beartender.be)

## Sales package

480 g flexible plastic bottle with fine dosing nozzle & recloseable cap



## Tech product info

### How to use

Thaw the fruit puree for 24 hours in the refrigerator (max +4°C) or in defrost setting in the microwave, after removing the seal from the bottle. Shake before use.

### Shelf life



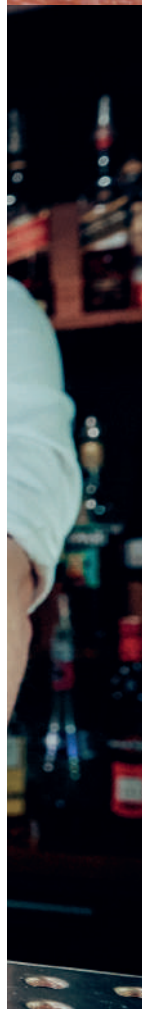


# Recipe ideas

Use Beartender for cocktails like a strawberry daiquiri or superfruit caipirinha, but also for alcohol-free health drinks, like a skinny raspberry mojito or a home-made lemonade.







## Recommended by:

**Dave Aertgeerts**

Restaurant consultant and bar expert Dave Aertgeerts learned his job in international bars and hotels from London to New York, he is a respected member of the Jury in international cocktail competitions, trainer for Horeca Vorming Vlaanderen, a Flemish Network for Restaurant training and a guest speaker on seminars and tradeshow. He works as an independent personnel coach for international hotels, bars and restaurants and is a trendwatcher in the hospitality sector.



Klaverbladstraat 11  
B-3560 Lummen  
T +32 13 55 27 01

[www.dirafrost.com](http://www.dirafrost.com)