



Press Release

Wednesday 6 February 2019

#DoMeAFlavour!

Derby Ingredients Ltd. launches bulk flavoured dried fruit into the European market.

Derby Ingredients is hailing 'The Future of Dried Fruit' with the launch of a new range of naturally flavoured products.

Working with internationally-renowned flavourists, Derby Ingredients is taking dried fruit to another level entirely, by adding natural flavours to dried fruit to create an unlimited range of new flavour possibilities and sales opportunities for the retail and manufacturing sectors, especially given all the flavours are 100% natural and can also be 'bake-stable'.

From Prosecco flavoured Sultanas, Cinnamon flavoured Raisins, Melon flavoured Cranberries to Sour Apple flavoured- or even Cola flavoured Raisins for kids (and big kids alike), it's no wonder Derby Ingredients are saying: '#DoMeAFlavour!'.

Raisins, Sultanas and Sliced Cranberries are the best carriers of flavours, as far as dried fruit is concerned, and the flavours used also have the added benefit of creating fantastic aromas, absolutely ideal when wanting to create a significant impact and genuine point-of-difference when it comes to New Product Development briefs; Mulled Wine or Minced Pie flavoured Raisins anyone?

Andy Humphries, Head of Global Ingredients & Innovation at Derby Ingredients Ltd., says: "In theory, we can use any flavour; some flavours work better with certain dried fruits than others but that's what we're here for, to help guide customers find the right innovation for their applications which typically include healthy-snacking, bakery, cereals and confectionery."

Humphries also adds: "We have a very pragmatic approach to NPD and understand that trial is an essential part of future success, hence why we've set our Minimum Order Quantities at 250Kgs; having worked within the dried fruit sector for over 15 years, this is by far the most exciting development I've ever worked on!"

Derby Ingredients Ltd., is a family-owned/operated business, and a leading global supplier of ingredients, predominantly nuts, dried fruit, seeds, grains, beans, pulses and confectionery to processors, packers and retailers.

For more information about Derby Ingredients Ltd. and what they can offer, please contact:

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