Spain: Food Trends brand commitment 100% fruit

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The product range is formed on one side by Doitfruit a natural fruit topping pieces focused enrich baked goods, breakfast, dessert or snacks. On the other hand, they have Smoofruit, a healthy snack fruit, also with pieces of real fruit intended for direct consumption and easy anywhere, anytime.

This is healthy food, 100% natural, no added sugar, no fat (0% cholesterol), gluten, milk or egg, without preservatives or artificial colors, with input fiber of the fruit itself and with very few calories.

Doitfruit comes in doypack container of 200 grams with mouth on the corner for easy dosing. It perfectly preserves until opened at room temperature for twelve months. Initially Doitfruit range features four different combinations: Mango and Orange, Lemon and Mint, Honey with Dried Apricots and Prunes and Strawberries and Red Fruits.

Smoofruit doypack packaging comes in 120 grams and is aimed at young-adult target. In this case the opicones are: Mango and Orange, Pineapple and coconut, and apple and Granada.

Source: Food Trends