



CRANBERRY CONCENTRATE

FOR BETTER BEVERAGES

GROWN WITH CARE. READY TO CREATE.

Power your next beverage launch with Ocean Spray® Ingredients. Backed by nearly 700 family farms, we bring the cranberry expertise and consumer insight that drive innovation.



Cranberries are celebrated as one of Mother Nature's superfruits, delivering bold flavor, vibrant color, and naturally wholesome appeal.

COMPREHENSIVE WELLNESS SUPPORT

Rich in essential nutrients and beneficial bioactives—including vitamin C, fiber, key minerals, and polyphenol antioxidants—to support overall wellness

DIETARY ALIGNMENT

Halal certified and suitable for vegetarian and plant-based lifestyles

DISTINCTIVE FLAVOR

Striking sweet-tart taste that excites taste buds

NATURAL RED HUE

Bright eye-catching color that adds visual appeal and vibrancy

SPECIFICATIONS

- Packed in 50-gallon drums
- Stored and shipped at -18°C to +9°C
- Shelf life: 2 years when frozen



ONE INGREDIENT. ENDLESS POSSIBILITIES.

Deliver vibrant cranberry benefits across juices, teas, smoothies, and sodas.

Its bright flavor blends easily with other fruits, making cranberry concentrate a versatile base for local tastes.

CRANBERRY-FUELED GOODNESS



PACKED WITH NUTRIENTS & POLYPHENOL ANTIOXIDANTS

Cranberry concentrate contains a wide range of nutrients that support a healthy, balanced diet, including minerals, vitamins, and gut-beneficial oligosaccharides (non-digestible carbohydrates).¹

Cranberry concentrate also contains naturally occurring polyphenol antioxidants. A diet rich in polyphenols supports overall well-being and has been shown to help with antioxidant activity.²⁻³



SUPPORTS URINARY TRACT HEALTH

Cranberry concentrate is packed with bioactive phytonutrients, including proanthocyanidins, that studies have shown help prevent bacteria like *E. coli* from sticking within the body.⁷⁻⁸



GOOD FOR THE GUT

Consumption of beverages made with cranberry concentrate may reduce bad bacteria in the stomach like *H. pylori* and help maintain gut microbiome balance.⁴⁻⁶



SUPPORTS HEART HEALTH

Studies suggest beverages made with cranberry concentrate may improve blood pressure, lower blood lipids, and reduce inflammation markers.⁹

Scientific studies supporting these benefits are based on consumption of beverages containing a minimum of 27% cranberry juice.

Concentrating on Consumer Needs



TASTE INNOVATION

With one-third of global consumers willing to pay more for exciting flavors,¹⁰ cranberry concentrate has become a versatile driver of beverage innovation.



WELLNESS APPEAL

In India, juice is the most widely consumed beverage, reaching nearly 70% purchasing penetration thanks to its strong health perception.¹¹ Cranberry concentrate offers a clean label option and pairs naturally with popular flavors like apple and mango.



MOOD ENHANCEMENT

In the Middle East and Africa, 34% of consumers choose juice as a way to boost their mood. Berry flavors are strongly associated with positive emotions, often evoking a sense of happiness.¹² Cranberry concentrate enhances fruit profiles with a vibrant sensory lift while adding a naturally bright red hue.



Ocean Spray®'s cranberry concentrate delivers unmatched flavor, color, blendability, functional benefits, and year-round appeal—powered by the world leader in all things cranberry. **Partner with Ocean Spray to unlock the next generation of beverage innovation.**

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