



CRANBERRY CONCENTRATE

FOR BETTER BEVERAGES



**SUSTAINABLY
GROWN.
INNOVATION
READY.**

Fuel your next beverage launch with Ocean Spray® Ingredients, where bold flavor meets trusted expertise.

Cran-tastic Goodness in Every Drop

SUPERFRUIT POWER

Provides nutrients and bioactives including vitamin C, fiber, minerals and polyphenols

BLENDS WELL

Pairs perfectly with other fruits for versatile and delicious combinations

GREAT TASTE

Refreshing, full-bodied flavor that delights

NATURAL COLOR

Bright eye-catching hue that adds visual appeal and vibrancy

As part of a vibrant agricultural cooperative of nearly 700 family farms across the U.S., Canada and Chile, we bring deep-rooted cranberry knowledge and impactful consumer insights to your innovation funnel.

Plus, we're proud to be the first fruit cooperative globally to earn sustainably grown verification, a testament to our commitment to people and planet.



ONE INGREDIENT. ENDLESS POSSIBILITIES.

From energizing smoothies to soothing teas, cranberry concentrate brings bold flavor and nutrients to every sip.

Whether blended into juices, stirred into cocktails and mocktails or added to functional shots, it's a smart ingredient that adapts to today's most popular beverage formats and can be part of a daily wellness routine.

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



GOOD FOR THE GUT

Consumption of beverages made with cranberry concentrate may help support your gut microbiome balance.⁶⁻⁷



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.⁴⁻⁵



SUPPORTS HEART HEALTH

Studies suggest beverages made with cranberry concentrate may improve blood pressure, lower blood lipids and reduce inflammation markers.⁸

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

Concentrating on Consumer Needs



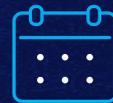
WIDELY RECOGNIZED

2 out of 3 Europeans are familiar with cranberry juice, giving brands a strong foundation of awareness to build on.⁹



WELLNESS APPEAL

Nearly 50% of Europeans already link cranberry juice to health benefits, driven by a desire to feel good and stay healthy.⁹



DAILY RITUAL

70% of Europeans choose juice to be part of a regular healthy habit.¹⁰ Cranberry fits seamlessly into any daily routine with its natural health halo.



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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