



TREATS WITH BENEFITS:

Make Desserts Healthier with Red Raspberries

The taste you love, the nutrition you want.®

More than ever, your customers care about the ingredients that go into the foods they eat, including desserts and sweet snacks. One way to create treats with benefits is adding wholesome, all-natural frozen red raspberries for field-fresh flavor, vivid color, and the glow of good health. While growing and nurturing this delicate fruit is a 12-month operation, the summer harvest lasts only a few weeks. Luckily, the pick of the red raspberry crop is as near as your freezer.

WHY IQF RED RASPBERRIES



Ruby red color, field-fresh fragrance, and the flavorful fusion of sweet and tart



Perfectly ripe and ready to use, straight from the freezer



No chemicals, no additives, just cold air within hours of harvest



Multiple IQF product forms, including whole berries and berry crumbles



Consumers want more raspberries: research shows nearly two-thirds of consumers personally like raspberries or raspberry flavor, and more than 75% of consumers wish they could find more food and beverage items made with raspberries. Nearly half of consumers describe raspberries as nutritious/healthy. *



In step with today's dessert menu trends: reducing sweetness, incorporating more fruit, and featuring premium ingredients. **



Red raspberries add a healthy halo:

- 6 grams of fiber per cup or 21% Daily Value
- One of the lowest in natural sugar content compared to other berries
- Excellent source of vitamin C, 28% Daily Value per cup
- Only 80 calories per cup

KITCHEN SECRET: SWEET SHORTCUTS WITH RED RASPBERRY CRUSH

Defrost red raspberries, gently mash (keep the juice and the seeds!) and you've got a sauce, filling, topping or stir-in with real fruit integrity and natural sweetness (NO added sugar). One 12-ounce bag of frozen red raspberries yields 2-1/2 cups of Red Raspberry Crush.



RED RASPBERRIES INSPIRE TREATS WITH BENEFITS

Offer sharable and single-serve desserts like Raspberry Frozen Greek Yogurt Bark or Shots, Red Raspberry Fruit Leather, and Individual PB & Raspberry J Pie.

Red Raspberry Frappe, brimming with raspberry flavor, a sprinkling of dark chocolate, and NO sugar added, is frankly irresistible.

Create a signature tiramisu with local artisan coffee and accent with Red Raspberry Crush.

Gluten-free desserts shine with red raspberry's deep satisfying flavor. Use as a topping for pavlova, as the kiss in meringue kisses; fold into fools and layer in parfaits.

Highlight the raspberry bouquet in Red Raspberry Whole Fruit Sorbet with a hint of rosewater. Or blend red raspberry with the floral notes of hibiscus in an popsicle.



Red Raspberry Sorbet



Raspberry Frozen Greek Yogurt Bark



Red Raspberry Frappe



PB & Raspberry J Pie



Raspberry Frozen Greek Yogurt Shots

For recipes and more information about processed red raspberries visit redrazz.org.

RED RASPBERRY WHOLE FRUIT SORBET



Yield: 4 cups or 8 ½-cup servings

Ingredients

4 Tbsp powdered sugar

18 ounces frozen raspberries

1 egg white, pasteurized

Instructions

1. Place the sugar and the frozen raspberries into a blender and blend until smooth.
2. Add the egg white and blend for 30 seconds more.
3. Serve immediately or place in a container, cover and store in the freezer until ready to use.

Nutrition per 1/2 cup serving: 50 calories, 0 g fat, 0 mg cholesterol, 11 g carbohydrate, 7 g sugar, 4 g fiber, 1 g protein, 10 mg sodium

**Visit www.redrazz.org for raspberry recipes
covering sweet to savory, to soups and smoothies!**

ABOUT THE WASHINGTON RED RASPBERRY COMMISSION

The Washington Red Raspberry Commission (WRRRC) was formed in 1976 to support and promote the raspberry industry. The Commission operates programs that facilitate cultural and harvesting improvements, as well as regulates unfair trade practices within the industry. Also, the Commission establishes promotion plans and conducts programs for advertising, sales, promotion, and/or other programs for maintaining present markets and/or creating new or larger markets for raspberries, and it provides for research in the production and processing of raspberries.

SOURCES

** Gross Marketing Research, December 2014, Consumer Research, National Processed Raspberry Council*

*** <http://www.foodfanatics.com/food/dessert-pastry-restaurant-trends-2016>*

<http://www.usfoods.com/food/operator-insights/archive/top-10-dessert-trends.html>

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