

IQF Whole Red Raspberries



IQF Crumbles (Whole and Broken)



Straight Pack, Block



Puree, Sieved



Juice Concentrate



### Save the Seeds

Did you know that a single red raspberry (*Rubus idaeus*) is actually about 100 little fruits (called drupelets), all clustered together, each with its own seed? If it works for your application, save the seeds!

## About the Washington Red Raspberry Commission

In the cool, marine climate of the Pacific Northwest, Washington produces approximately 90 percent of the nation's frozen red raspberry crop. By freezing raspberries within hours of being picked at the peak of ripeness, Washington raspberry producers preserve the fruit's integrity, flavor and nutrition value, so you can enjoy this delicious and nutritious fruit year-round. Washington Red Raspberries are truly America's raspberries.

The Washington Red Raspberry Commission (WRRC) 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.

There are over 40 different suppliers of red raspberry products who comprise the Washington Red Raspberry Commission. Each company is committed to growing, harvesting and processing the highest quality berries in the world, and meeting the most stringent quality standards on the planet. These growers and processors are spread throughout southern Canada, the western part of Washington state and northern Oregon.

1. Food IQ Flavor Forecast: Beverage Trends Worth Exploring, June 2016
2. The American Heart Association (AHA), American Diabetes Association (ADA) and the American Cancer Society (ACS) all recommend a high fiber diet for health and wellness and to prevent and/or manage chronic disease. See more: <http://www.redrazz.org/health/#sthash.ShxPnmsw.dpuf>
3. Gross Marketing Research, December 2014, Consumer Research, National Processed Raspberry Council

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# RAISING THE BAR with REAL RED RASPBERRIES



## Beverage pros select frozen red raspberries

for many reasons: the unique perfume, an extraordinary depth of berry flavor, and a vibrant fruit acidity. A value-added addition to beverage menus, red raspberry is a coveted, premium flavor, not easily duplicated or mimicked with artificial ingredients. With consumers looking for house-made drink elements, better-for-you choices, customizable options, and more classic flavors, **frozen red raspberries offer an ideal beverage menu solution!**

## Frozen Red Raspberry Benefits

- ✓ Great versatility for all occasions and in all seasons
- ✓ Perfectly ripe and ready to use, straight from the freezer
- ✓ Ruby red color, unique aroma and a flavor fusion of sweet and tart
- ✓ Frozen within hours of harvest with no additives, just cold air
- ✓ Multiple frozen red raspberry product formats such as puree and concentrate
- ✓ Research shows nearly two-thirds of consumers personally like red 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.<sup>3</sup>
- ✓ A whole food with a unique nutritional profile including one of the highest in fiber and lowest in natural sugar compared to other berries

## Nutrition Facts

Serving size	1 cup (140g)
Amount per serving	
Calories	80
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 18g	7%
Dietary Fiber 6g	21%
Total Sugars 9g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1.1mg	6%
Potassium 260mg	6%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Boost Appeal *with* Natural Color

Red is an inherently exciting color that naturally draws attention. Optimize the deep ruby color and distinctive fruit perfume of real red raspberries in infused cocktails, mixers, punch, and batch drinks.

**RED RAZZ TIP** Dilute red raspberry puree/concentrate with water and freeze into ice cubes. Garnish drinks with ruby cubes that gradually intensify the drink’s color and fruit flavor.

Visit **redrazz.org** for the recipes shown here and for a buyers guide, nutrition information and more.

Classics Come Clean

Cocktails are the next frontier for clean, natural ingredients. That means no artificial preservatives, sweeteners, flavors, and no colors from artificial sources.



**RED RAZZ TIPS**

An inspired variation on a classic, the *Razzy Mary* starts by juicing red raspberries with celery, cucumber, green apple and jalapeno. The results mimic the texture and flavor notes of the best Bloody Mary mixes.

Lighten bitters with a red razz lift for a signature Manhattan or Rob Roy with a fresh fruit halo.

Infusing simple or agave syrup with red raspberry preserves the berry’s natural essence and adds craveability to Margaritas and Mojitos.

Pureed or muddled red raspberries add a beautiful ruby layer to a premium *Tequila Sun Razz*.

Bitters *and* Sour

DIY raspberry bitters enliven signature cocktails. The tangy acidity of a raspberry shrub lends itself to a lot of creativity. Raspberry sour beers offer tart, sweet, crisp, and refreshing flavor.

**RED RAZZ TIPS** A Champagne cocktail with DIY raspberry bitters elevates brunch to a whole new level.

Infuse raspberry into a bitters base of neutral spirit steeped with licorice root and citrus peel, with a bit of black pepper, clove and chamomile.

Raspberry shrub with sparkling soda is pure refreshment!

Red Party Punch *is* Back

Revived from the past, today’s punch can be poured, dipped or dispensed for countless thirsty drinkers.

**RED RAZZ TIPS** For starters, try our *Razz Crush Red Party Punch*, a raspberry-centric quencher that’s less sweet, with a citrus tang and the tropical allure of pineapple.

To celebrate paradise in a glass, top off *Razz Crush Red Party Punch* with sparkling wine.

Razz Up Smoothies *and* Juice Options

When you’re keeping track of fiber and sugar, remember that red raspberries are one of the lowest sugar and highest fiber berries. Processed within hours of harvest, frozen red raspberries offer a consistent, just-picked flavor year-round for your handcrafted smoothie and juice programs.



**RED RAZZ TIP**

Merchandise the no added sugar in *Raspberry Ginger Sweet Tart*. Customers will enjoy a flavorful blend of red raspberries, apple, grapes, cucumber, ginger and lemon served with a splash of still or sparkling water.

Hand Crafted Non-Alcoholic

Signature handcrafted beverages offer a new focus for “clean ingredient” menu creativity. Let all-natural red raspberries differentiate and elevate scratch-made artisan sodas, agua frescas, lemonades, iced coffees and teas.



**RED RAZZ TIPS**

Customize our *Raspberry Love Your Heart Frappe* with a shot or two of espresso.

Afternoon tea with a *Raspberry Mint Green Tea Smoothie* lifts the spirits and tastebuds.

Yin *and* Yang *in the* Glass

Citrus (lemon, lime, orange, grapefruit) and red raspberry both add natural acidity to a beverage and partner well in the glass. Citrus contributes the bitter/sweet notes, red raspberry the bright/sweet ones.

Check out our **Flavor Pairing Guide** for more ideas and inspiration for using frozen red raspberries on your menu at **redrazz.org/professional**.

Add Allure *with* Flower Power

For a cocktail with flower power, mix dry gin, raspberry syrup and rose petal soda.

For a refreshing alcohol-free option, our make-ahead Hibiscus, Citrus and Berry Cooler starts with hibiscus tea and layers on the flavors with red raspberry, orange and lime juice.

A Nutty Idea

Nut milks add unique flavors and textures to beverage menus. Sweet-tart red raspberries counter the richness of nuts milks.



**RED RAZZ TIP**

*Almond Butter and Raspberry Smoothie* combines almond milk almond butter, red raspberries, banana, oats and honey for a breakfast of champions or an all-day snack.

Change up the classic Horchata, traditionally made with almond milk, with hazelnut, peanut, pecan or pistachio milk. Let your customers pick their favorite combination.



**OUR LITTLE SECRET: RAZZ CRUSH**

You can start with whole IQF red raspberries or red raspberry crumbles. Crumbles are individual and aggregate groups of raspberry drupelets and broken berry pieces.

Razz Crush is a one-step solution for elevating the bright color, sweet-tart flavor and raspberry’s popular fruit appeal in beverages. Thaw slightly, then gently mash frozen red raspberries to release the juice and increase flavor complexity.

**12 oz. frozen red raspberries = 2½ cups Razz Crush**