

CREATE NEW CONDIMENTS *with* RED RASPBERRIES

Inspire the Imagination and Amaze the Senses



Razz up your condiment selection by embracing the potential that processed red raspberries offer. Now's the time to embrace the trends and to offer your customers something new. The condiment and sauce industry exploded to reach **\$24 billion** in 2016, a growth of more than 2 percent over the previous five years*—and it's not slowing down. Tap into the trend by incorporating red raspberries into condiments, spreads, dips, sauces and salsas.

Juice Concentrate



IQF Crumbles (Whole and Broken)



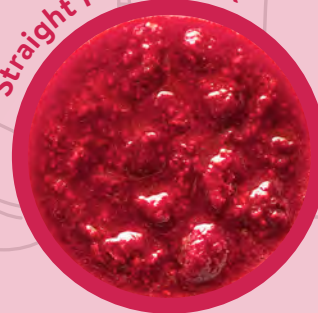
IQF Whole Red Raspberries



Puree, Sieved



Straight Pack, Block



CHOOSE RED RASPBERRIES TO BUILD FLAVOR

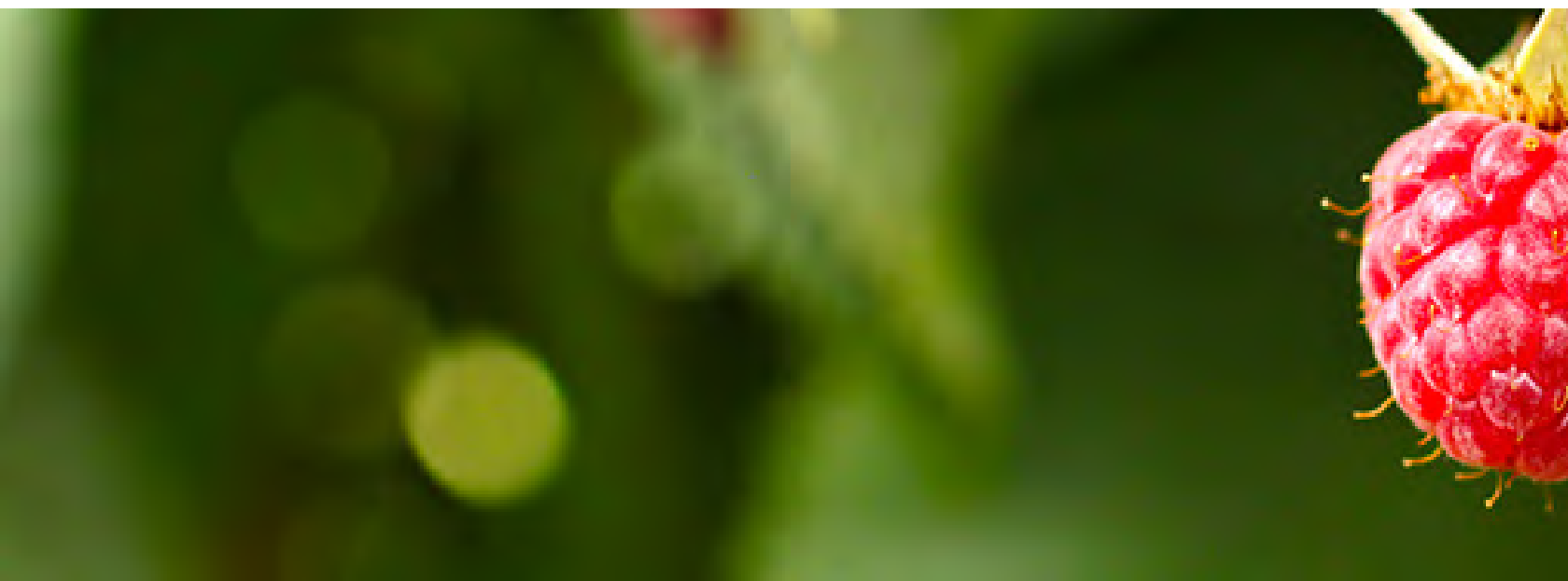
It's all about the *sensory experience* that processed frozen red raspberries provide—the *vibrant ruby red color*, the *intermingling flavors of sweet and tart*, and the *ambrosial scent* that the fruit imparts.

The *sweetness* of red raspberries partners equally well with *spicy, smoky or umami flavors*, opening up a wide array of condiment and sauce options.



Research shows that *75%* say they *want to find more food and beverage items made with raspberries* in grocery stores and on restaurant menus*

Customers are increasingly looking for **healthier options**. Frozen red raspberries are **picked at the peak of ripeness within hours of harvest** without any additives—simply cold air.



CONDIMENT TRENDSPOTTING

Sauces and condiments are playing a bigger role than ever, but customers are no longer satisfied with the standards. Top trends in this field include...



Healthy eating. Forget about added sugars, salt and preservatives.

Consumers are increasingly focused on add-ons that are all-natural. Sugar-free, salt-free and preservative-free red raspberries certainly fit that bill!



Natural color.

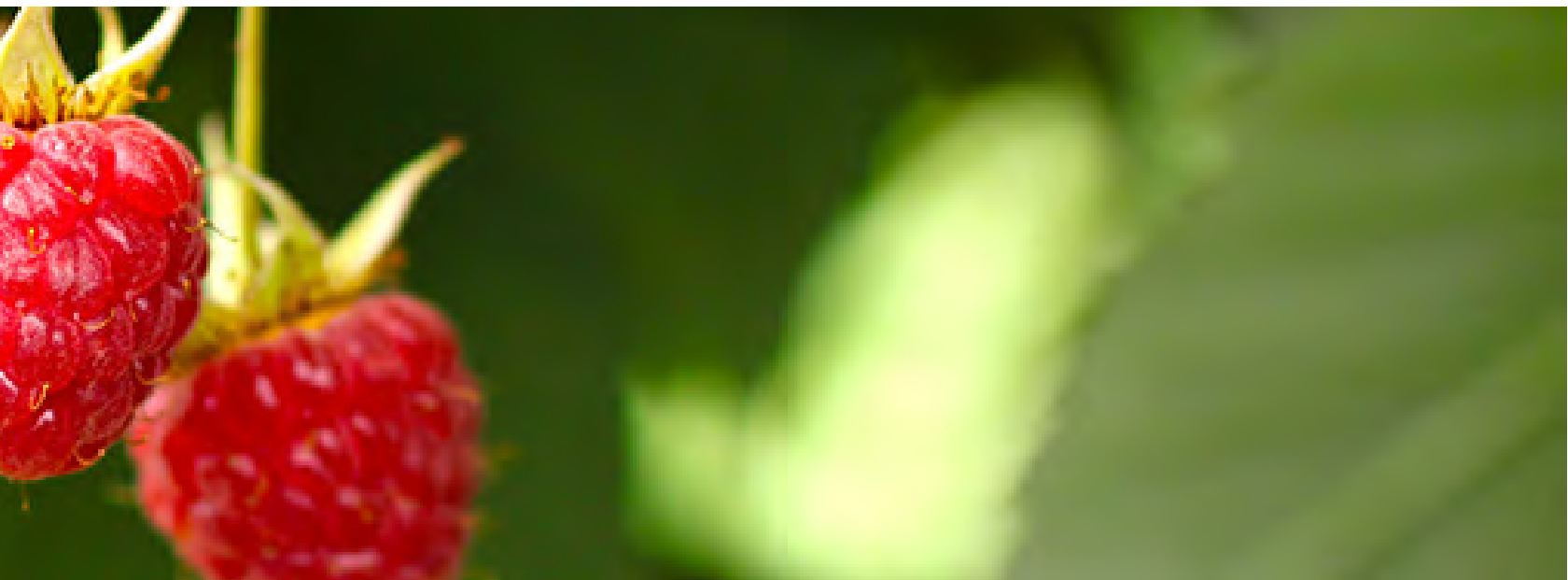
Consumers look at labels for minimally processed ingredients in the foods they eat and that includes color. The frozen red raspberry color palette goes from pretty pink to jewel-tone red.



Exotic flavors. Millennials aren't satisfied with the status quo, and that applies to their condiments, too. Raspberries pair well with the exotic flavors that this important demographic seeks, particularly in the hot sauce realm—say, with a roasted raspberry chipotle sauce.



Floral aromas. Whole Foods named “Floral flavors” one of the top food trends for 2018. Red raspberries have a distinctive fruit perfume and make a perfect pairing with rose or hibiscus flavors in a signature condiment.



CONDIMENTS REINVENTED

Take advantage of all processed frozen red raspberries have to offer in all its product formats that include Individually Quick Frozen (IQF), puree, concentrate and dried.



Razzy Ranch The quintessential salad dressing and dip gets a flavor boost and rosy hue from sweet 'n tangy red raspberries.



Raspberry Salad Dressing Red raspberry naturally sweetens classic vinaigrette and blends perfectly with lemon and olive oil dressing.

Raspberry Moustarda Tap into the produce-centric trend with red raspberry's distinctive fruit and floral flavor to create a sweet, spicy and savory spread, dip or sauce.



Raspberry Cocktail Sauce Change up cocktail sauce with red raspberry's subtle sweetness that

balances the richness of the sour cream and and the burn of the horseradish.

Cardamom Raspberry Jam Flavor wins the day and cardamom gives the sweet flavor of raspberry jam a little extra pop on thick toast, a turkey sandwich or swirled into an artisan soda.



Raspberry Butter Red raspberry puree creates a signature breakfast or brunch offering.



Raspberry Pickled Onions Add beautiful jewel color and a hint of red raspberry to pickled onions.

Red Raspberry Ketchup Blend equal parts of raspberry and tomato into a sweet-sour-spice base for a sophisticated twist on a classic for use as a topping or mop.

Pickled Raspberries The fully ripe flavor of IQF red raspberries adds complexity to pickled raspberries as an ingredient that adds dimension when building flavor in a dish.

Raspberry Kung Pao Combined with spicy dried red chilis, raspberry puree balances the richness of peanuts in kung pao.



Raspberry-Pineapple Salsa Why enjoy just one fruit when you can have two? Sweet heat satisfies as a chip dip on a cheese tray and, savory and spicy saves the day as a unique chip dip and brightens meat and seafood.



Raspberry and Caramelized Onion Chutney Sweet, tangy and savory describe this

accompaniment for cheese, swirled into hummus or layered in sandwiches.

Raspberry Compote Cranberry compote with red raspberry and ginger shows raspberry as the perfect mirror for cranberry. Red raspberry adds ruby color and complements rich apple or quince sauce.

For More Information

Visit redrazz.org for our Buyer's Guide, Flavor Guide, recipes and other resources for education and inspiration for menu and product development.

About the National Processed Raspberry Council

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.

**Sources*

Condiments and Sauces: U.S. Retail Market Trends and Opportunities

Whole Foods Market reveals top food trends for 2018

The Research Is In, Consumers Want More Razz



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