



FROZEN WASHINGTON RED RASPBERRIES

Naturally Delicious. Always in Season.



PRODUCT & BUYER'S GUIDE



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Who we are and how WRRRC can supply your business with the world's best frozen raspberries.

RedRazz.org

 **@redrazz**

 **@red_raspberries**

 **@red_raspberries**



THE GREAT AMERICAN FROZEN RASPBERRY

**Crafted for generations
by passionate
Washington farmers.**

Grown in Washington's rich soil and frozen at peak ripeness, American-grown Washington red raspberries deliver unmatched flavor, vibrant color and built-in nutrition — all year long. Crafted specifically for freezing, they lock in freshness and meet today's demand for clean-label ingredients, natural sweetness, and consistent quality across formats.



FARM TO FREEZER FLAVOR

Picked at peak ripeness and frozen within hours to lock in delicious flavor and nutrients.



AMERICAN- GROWN BY FAMILY FARMERS

90%
of U.S. frozen red
raspberries come
from our trusted
Washington
farms.



NATURAL NUTRITION

Naturally sweet berries that deliver the nutrients of fresh raspberries — all year round.



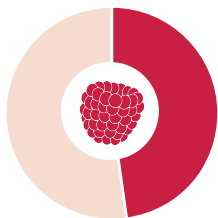
CRAFTED EXCLUSIVELY FOR FROZEN

Grown and harvested specifically for freezing — maximizing flavor, safety and quality.

CONSUMERS WANT MORE RASPBERRY



MARKET RESEARCH SUPPORTS POPULARITY OF SWEET-TART RASPBERRIES



Nearly half of consumers (48%) said raspberries are one of their favorite fruits



42% of consumers wish they could find more raspberry products in grocery stores or on restaurant menus



Top 5 products consumers would like to see with more raspberry



Frozen desserts (sorbet, ice cream, pops, etc.)



Jams, preserves or fruit spreads



Yogurt, yogurt drinks or dairy products



Smoothies and smoothie bowls



Baked desserts (cakes, cookies, pies, etc.)



When buying products featuring fruit, **6 in 10 consumers** said including **REAL fruit** was the most important to them

YouGov omnibus survey conducted for the Washington Red Raspberry Commission, August 2025, among over 1,000 U.S. adults.



NATURALLY DELICIOUS VERSATILITY

Washington red raspberries are prized for their sweet-tart flavor, beautiful color and superior nutrition profile.

Frozen Washington red raspberries provide the same high quality as fresh berries and are readily available year-round to add health, flavor innovation, and natural ingredients to retail, foodservice, and manufacturing channels.



CONDIMENTS



DRESSINGS



BAKERY



FILLINGS



GLAZES



CONFECTION



SNACKS



BEVERAGE



CEREAL



DAIRY



ICE CREAM



RED RASPBERRY INNOVATION ACROSS CHANNELS

From menus to meal kits, frozen Washington red raspberries are fueling fresh ideas across every part of the food industry.

Their vibrant flavor, color, and clean-label appeal make them a go-to across food and beverage channels.



FOODSERVICE & ON-PREMISE

Adds bold flavor and vibrant color

Ideal for LTOs and signature items

Works across bar, dessert and fast-casual menus



RETAIL PACKAGED GOODS

Clean-label fruit consumers recognize

Fits dairy, snack and beverage launches

Balances health and indulgence



FROZEN MEALS & PREPARED FOODS

Performs in heat-and-eat and bake-at-home

Perfect for sauces, layers and fillings

Elevates premium or seasonal SKUs

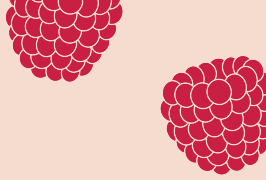


INSTITUTIONAL & K-12

Supports fruit crediting and nutrition goals

Great for smoothies, parfaits and fruit cups

Delivers wide appeal for kids and parents



PRODUCT AND PACK FORMATS THAT FIT YOUR NEEDS

**Flexible formats.
Consistent quality.
Crafted to perform
across menus, recipes
and product lines.**

Washington red raspberries are available in a variety of frozen formats — from IQF and purees to juice concentrate — crafted for performance, quality and clean-label appeal. Picked at peak ripeness and frozen quickly to preserve flavor, color, and nutrients, they deliver reliable results across product categories and production lines.

Washington red raspberries are grown and frozen specifically for year-round, consistent quality supply with minimal waste.



CUSTOM ORDERS AVAILABLE

Tailored pack sizes or formats available for specific operational needs.



FROZEN IMMEDIATELY AFTER HARVEST

Berries are stored between -4° to -9°F (-20° to -23°C) to maintain integrity.



FLEXIBLE FORMULATIONS

Various formats, including sweetened or un-sweetened.



GRADED FOR COLOR AND CHARACTER QUALITY

Based on visual quality and percentage of whole vs. broken berries to ensure consistency.

WASHINGTON RED RASPBERRY PRODUCT FORMS AND PACK STYLES

IQF WHOLE RASPBERRIES



(INDIVIDUALLY QUICK FROZEN)

Freshly picked red raspberries are quick frozen to between -22° and -31°F/-30° to -35°C.

Fruit may or may not be sweetened. Product specs vary by supplier.

PACK FORM

Grade A fruit not for manufacturing includes less than 10% broken pieces by weight.*

PACK SIZE

Retail Poly Bag:
11 to 30 oz

PACK FORM

Grade B fruit not for manufacturing includes not more than 20% broken pieces by weight.*

PACK SIZE

Case: 10 to 25 lbs

IQF WHOLE AND BROKEN RASPBERRIES (CRUMBLES)



(INDIVIDUALLY QUICK FROZEN)

Whole red raspberries with varying percentages of broken pieces.

Product specs vary by supplier.

PACK FORM

Grade A fruit for manufacturing includes not more than 25% broken pieces by weight.

PACK SIZE

Case: 10 to 25 lbs

PACK FORM

Grade B fruit for manufacturing includes not more than 50% broken pieces by weight.

PACK SIZE

Case: 20 to 25 lbs
Drum: 250 to 400 lbs

*United State Standards for Grades of Frozen Raspberries published in the Federal Register of May 22, 1957, (22 FR 35435)

RASPBERRY PUREE, SIEVED (WITH SEEDS)



Red raspberries passed through a screen for a puree.

Sieved red raspberries pass through a screen, and the screen size determines smoothness of puree and amount of seeds in the finished product.

Pureed raspberries, with seeds, may be pasteurized or unpasteurized before freezing at -5°F.

Brix for single strength puree averages 8° to 12°. Brix for puree concentrate averages 20° to 28°.

PACK FORM

.125-inch sieved puree
contains 100% seeds

PACK SIZE

Tub: 6.5 lbs
Pail: 28 lbs net (4 gallon pail)
Drum: 400 to 450 lbs

RASPBERRY PUREE, SIEVED (SEEDLESS)



Red raspberries passed through a screen to remove seeds for a smooth puree.

Sieved red raspberries pass through a screen to remove seeds, and the screen size determines smoothness of puree and amount of seeds in the finished product.

Pureed raspberries, without seeds, may be pasteurized or unpasteurized before freezing at -5°F.

Brix for single strength puree averages 8° to 12°. Brix for puree concentrate averages 20° to 28°.

PACK FORM

.033-inch sieved puree
contains no seeds

PACK SIZE

Tub: 6.5 lbs
Pail: 28 lbs net (4 gallon pail)
Drum: 400 to 450 lbs

RASPBERRY JUICE CONCENTRATE



Red raspberries are crushed, pressed, pasteurized and concentrated.

Raspberry concentrate is available as both essence-removed and essence-retained.

Brix for puree concentrate averages 20° to 28°.

PACK FORM

Single Strength Juice averages 8° to 12° Brix

PACK SIZE

Pail: 28 to 30 lbs net
Drum: 375 to 450 lbs

PACK FORM

Juice Concentrate (water partially extracted from single strength juice); degrees Brix averages 65°

PACK FORM

Juice Stock

BLOCK IQF RASPBERRIES



Red raspberries and pieces mixed and frozen with their own juice.

Available with or without sugar. Product specs vary by supplier.

PACK FORM

Whole red raspberries and broken pieces frozen in their own juice.

PACK SIZE

Pail: 28 lbs net fill (4 gallon pail)
Drum: 440 to 450 lbs

NATURALLY NUTRITIOUS AND IN DEMAND

Built-in nutrition that supports today's demand for accessible, clean and functional foods.

Washington red raspberries deliver the kind of real-food nutrition consumers recognize and trust. With benefits that align with wellness trends—like fiber, antioxidants and low glycemic impact — these berries support better-for-you products without added ingredients or fortification. Available year-round, they offer a simple way to meet demand for clean, wholesome and feel-good foods.



1 CUP OF FROZEN RED RASPBERRIES:

NATURALLY SWEET, NO ADDED INGREDIENTS

ONLY 80
CALORIES

**NUTRIENTS
LOCKED IN
IMMEDIATELY**

**NO ADDED SUGAR OR
PRESERVATIVES**

NATURALLY NUTRITIOUS, MEETS WELLNESS NEEDS

VITAMIN C:
High in antioxidant
Vitamin C
(28% DV)

FIBER: Excellent
source of fiber (6g,
21% DV), one of the
highest fiber berries

LOW GLYCEMIC INDEX:

Low natural sugar & high in fiber
compared to other berries

*Source: USDA ARS FoodData Central, FDC Published 2019, rounded

COMPARING FROZEN BERRIES

Frozen red raspberries are the perfect balance of natural sweetness, while being lower in sugar and higher in fiber than other berries.



	CALORIES	CARBOHYDRATE (G)	FIBER (G)	SUGAR (G)
 Blackberries Frozen, Unsweetened	100	24	8	16
 Strawberries Frozen, Unsweetened	80	20	5	10
 Blueberries Frozen, Unsweetened	80	19	4	13
 Red Raspberries Frozen, Unsweetened	80	18	6 #2 IN FIBER	9
 Cranberries Raw, Unsweetened	50	12	4	4

FROZEN RED RASPBERRIES ARE A LOW-GLYCEMIC INDEX FRUIT

Low in sugar and high in fiber, which is best for managing blood sugar

*Source: USDA ARS FoodData Central, FDC Published 2019, rounded

NUTRITION FACTS BY THE NUMBERS

EXCELLENT SOURCE OF FIBER & VITAMIN C

21%

of recommended
daily value per
serving

Fiber

Fiber supports cardiovascular and digestive health, and it helps promote a feeling of fullness and satiety. With naturally high fiber content, frozen red raspberries support some one of the fast-growing consumer wellness demands from food.

28%

of recommended
daily value per
serving

Vitamin C

Vitamin C is a powerful antioxidant that supports immune function, aids in collagen production and helps protect cells from oxidative stress, making raspberries an important ingredient for modern wellness-driven offerings.

Nutrition Facts	
Serving size	1 cup (140g)
Amount per serving	
Calories	80
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	0%
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 34mg	2%
Iron 1mg	6%
Potassium 258mg	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.	

BURSTING WITH BIG BERRY BENEFITS

FROZEN RED RASPBERRIES ARE ALSO A GOOD SOURCE OF:

Energy

B-vitamins thiamin (10% DV), **riboflavin** (10% DV), and **Vitamin B5** (12% DV) that help convert food into energy, supporting metabolism and overall vitality.

Growth

Folate (10% DV) which supports healthy cell growth and development, especially important for overall wellness during pregnancy.

Immunity

Copper (15% DV) and **manganese** (35% DV) which help your body's natural defenses and help protect cells for immune health and overall resilience.

*Source: USDA ARS FoodData Central, FDC Published 2019, rounded

FOOD SAFETY IS IN OUR NATURE



We take great care and pride in delivering the highest quality raspberries, sustainably and exclusively crafted for frozen perfection.

Our frozen raspberries are not a by-product—they are specifically grown and handled with the intent to be quickly and safely frozen to deliver the freshest flavor and highest nutrition possible.

Machine harvested and air-chilled with minimal handling – preserving quality and ensuring the highest standards of food safety from field to freezer.

5 Safety Standards that Set Us Apart



1 MINIMAL HANDLING, MAXIMUM SAFETY

Machine-harvested and air-chilled within hours to limit exposure and preserve food safety at every step.



2 SMART INNOVATION THAT LASTS

Advanced freezing technology locks in peak ripeness, flavor and nutrients—extending shelf life and reducing food waste.



3 UNCOMPROMISING SAFETY STANDARDS

Growers and suppliers follow some of the most rigorous safety protocols in the industry, including traceability, batch testing and Good Agricultural Practices (GAPs).



4 COMMITTED TO EXCELLENCE AT EVERY STEP

From field to freezer, Washington growers and suppliers uphold the highest standards — driven by a shared commitment to deliver exceptional raspberries, every time.



5 READY WHEN YOU ARE

Frozen red raspberries are safe, convenient and ready to use — straight from the freezer to your recipe.



SUSTAINABLE HARVEST AND PRODUCTION

Harvested for Flavor.
Frozen for Performance.

Red raspberries grown in Washington are not a byproduct — they're cultivated specifically for freezing.

The short harvest window lasts just four to six weeks, requiring precision and planning. Berries are machine-harvested at peak ripeness, then quickly air-chilled with minimal handling to preserve flavor, texture and food safety.



Within hours, raspberries are frozen between -5° and -10°F to lock in color, nutrition and structure.

Whether whole or broken, every berry is used, minimizing waste and supporting a range of formats including IQF, puree and juice concentrate.

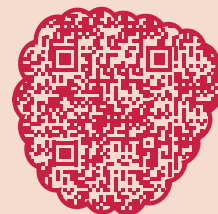
The result: consistent quality, vibrant taste and dependable performance in every pack.

WATCH THE SHORT VIDEO:



A YEAR IN THE LIFE OF A RASPBERRY

CLICK HERE >



SUSTAINABLE BY NATURE AND BY PRACTICE



Washington's climate, with its cool summers and well-drained soil, is ideal for growing red raspberries – but it's the long-standing commitment of local growers that makes the difference.

These multi-generational farms use thoughtful, year-round practices to care for the land and ensure long-term fruit quality.

Because they're crafted for freezing, Washington red raspberries reduce food waste and extend shelf life — supporting sustainability from farm to final product. From careful cane management to efficient harvest and flash-freezing, the process reflects deep-rooted stewardship and innovation at every step.



Frozen raspberries last longer than fresh while delivering the same benefits and delicious flavor — reducing food waste and environmental impact.



TURNKEY FOOD PROFESSIONAL RESOURCES

Professional Tools Available Online to Make the Most of Frozen Red Raspberries

Whether you're developing new products, crafting menus, or marketing to consumers, our ready-made resources are designed to support your goals and streamline your work with Washington red raspberries.

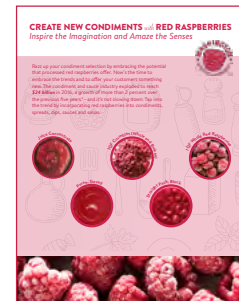
READY RESOURCES:



BAKING & PASTRY TOOLKIT



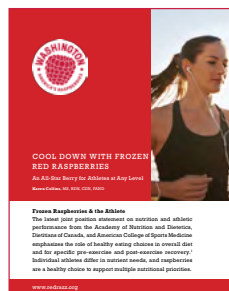
FLAVOR & PAIRING GUIDE



CONDIMENT GUIDE



CULINARY DEMONSTRATION TOOLKIT



SPORTS NUTRITION GUIDE



K-12 TOOLKIT

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ABOUT THE WASHINGTON RED RASPBERRY COMMISSION



The Washington Red Raspberry Commission (WRRC) was formed in 1976 to support and promote the frozen raspberry industry.



The WRRC is led by grower board members who guide programs that advance farming practices, support fair trade and strengthen the raspberry industry. We develop strategic promotion plans, drive sales and market expansion, and invest in research to enhance cultivation and uncover the full nutritional potential of red raspberries.

Our growers and producers proudly operate in the Pacific Northwest, supplying America's best raspberries to the world for nearly 50 years. The WRRC is made up of nearly 60 growers, each dedicated to growing, harvesting and producing the highest quality red raspberries. Together, they uphold some of the most rigorous quality standards in the world to ensure consistency, safety and exceptional fruit from field to freezer.





For more information visit redrazz.org
or drop us a line at info@redrazz.org



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