

# California Custom Fruits and Flavors

At California Custom Fruits and Flavors, we are always thinking of ways to excite the senses. A true custom ingredient innovator and manufacturer, nearly every product we make is specially crafted for each customer. Couple our customer-centric approach with a focus on flavor, ingredient and application development and the end result is consumer-preferred products.

California Custom Fruits and Flavors has invested significant resources in the creation of our state-of-the-art flavor lab. Not only has this capability strengthened our application systems, but our flavors are featured in some of the largest brands within the dairy, beverage, bakery, confectionery, and foodservice industries.

Diverse and enhanced capabilities in the development of ingredients and flavors across multiple product categories gives California Custom Fruits and Flavors a richer knowledge of what people want from a taste, texture, and product attribute perspective. We partner with our customers to develop custom flavors, flavor bases, fruit products, and variegates where texture, profile, and appearance drives the eating experience. Devising innovation using new ingredient or processing methodologies



is enhanced by our diverse capabilities in application development. For example, we are developing texture enhanced variegates that become even more unique in the way in which they are introduced into ice cream during processing.

Known as fruit sourcing and manufacturing experts, we offer premiere capabilities to our customers that allow us to deliver frozen dessert and cultured ingredients of all types, flavors and price points backed by solid supply and food safety programs.

People are looking for ‘Superheroes’, or foods and beverages that offer bundled attributes, including great taste, texture, functionality, and convenience made with health-oriented ingredients that benefit the body. California Custom Fruits and Flavors’ dedication to health and wellness trends, like fruit incorporation, natural sweetener use, clean labeling and nutrition enhancement, are core to our capabilities. Achieving serving claims while maintaining consumer-preferred profiles involves as much art as science. By partnering with you, we provide solutions or

marketing opportunities to achieve...

- Use of simple ingredients
- Natural or organic claims
- Functional benefits to the body
- Lifestyle objectives
- Ingredient addition
- Ingredient reduction
- Natural ‘goodness’ claims
- ‘Free’ claims
- Traceability and sustainability of ingredients
- Food safety, stability and security

Recent developments include products that net in a ½ to full serving of fruit and vegetables for dairy applications, and achievement of calorie reduction in dairy-based beverages by using Stevia as a natural sweetening agent. The purity of Stevia is an important consideration. We source only the purest form of Stevia, that way we achieve an optimal level of sweetness in which to apply masking flavors needed to deliver the perfect profile.

We are California CUSTOM Fruits and Flavors. Custom means that we develop products with you, for you. Contact us at 877.588.0056 or visit us at [www.ccff.com](http://www.ccff.com).

