



Juice Summit 2018

Coconut juice - a chance for the fruit juice industry

Less sugar, more minerals and still: 100 percent juice!



Photo: ©Erik Luntelang

Nuremberg, Germany 29 October 2018: From 16 to 18 October 2018, the largest and most important European summit of the fruit juice industry - the Juice Summit in Antwerp - took place. Stefan Reiβ, CEO of Green Coco Europe GmbH and co-founder of premium brand Dr. Antonio Martins was invited as a speaker emphasizing the potential and relevance of coconut water / coconut juice to the juice industry in front of about 600 decision-makers. The CEO of the Nuremberg company presents an interesting approach to reducing sugar in fruit juices. Coconut juice is very popular among athletes, vegans and nutritionally-conscious consumers due to its high potassium and low calorie content - making it an ideal blend for juices whose high sugar content no longer seems to hit the nerve of the times.

For some time now, the juice industry has faced immense challenges in terms of sugar discussions. The high sugar content of orange juice & co is increasingly being pilloried. For example, orange juice with about 8 grams of sugar per 100 ml of juice contains as much sugar as cola. For this reason, the 100% fruit juice loses its healthy reputation not only with relevant nutritionists, but more and more with nutritionally conscious consumers.

"Coconut juice can be a solution here and take out the wind of the issue's sails. Why not add coconut juice to orange juice and drastically reduce sugar content and calories? The fruit juice content remains in this way at 100 percent. The light and neutral properties of the coconut juice do not mask the taste of the orange juice. According to the latest figures from the market research study by Arizton, I see a potential of 297 million liters for juice with coconut juice by 2023," says Green-Coco CEO Stefan Reiβ, summing up his solution.

Coconut juice adds valuable minerals such as potassium, calcium and magnesium to the juice and these can also be declared as such. The juice of the coconut is 11-19 kcal per 100 ml – the lowest calorie fruit juice ever.

A mixing ratio of 40% coconut juice and 60% orange juice gives 29 calories per 100 ml, instead of 42 kcal as before. In this way you achieve a reduction of more than 10 calories per 100ml to less than 30 kcal compared to the pure variant - in times of steadily rising numbers of diabetes diseases a step in the right direction. Even in multivitamin juices, adding coconut juice would mean a significant calorie and sugar reduction.

Other facts should encourage the industry to take this path: According to a market study by Arizton, the coconut water market is expected to grow by 25% per year across Europe by 2023. Coconut juice is no longer a niche product, has established itself as an independent category and can be found in almost every discount. Supermarkets, such as REWE, already have a firm place on the shelves for their own coconut juice brands.

Green Coco Europe GmbH has been the European category leader in organic coconut juice for more than 16 years. With the organic brand Dr.Antonio Martins Green Coco has been writing her own success story and is increasingly positioning herself as a raw materials expert. Since 2013, sales from brand, raw materials business and private label increased by about 81%.

Do you have any questions, require images, or want to write a company profile?

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