



THE solution for the fruit juice industry: Mixing with coconut juice

The sugar-reducer and image-enhancer makes a level B NutriScore possible for fruit juice – with 100 per cent juice

Nuremberg, 19 February 2020: Mr Stefan Reiß, CEO of Green Coco Europe GmbH and co-founder of the premium brand Dr. Antonio Martins, showed decision-makers in the fruit juice industry a simple approach to reducing sugar at the Juice Summit 2018. Mixing with coconut juice.



This suggested solution has now received backing from the German Federal Ministry of Food. Julia Klöckner calls upon the industry to make a significant reduction in the sugar content of fruit juices. NutriScore, the transparent food traffic light system, aims to clearly inform consumers about the sugar content in juices. The problem? Most fruit juices are at the C level or often the critical D level. For example, with approximately 8 grams of sugar per 100 ml of juice, orange juice actually has as much sugar as cola and its image is suffering due to the current debates.

The NutriScore of coconut juice on the other hand is consistently in the green segment B and shows the consumer, what you are drinking is good and healthy for you. So coconut juice can provide a

solution for other fruit juices and significantly improve the image of juices with a high sugar content. This tropical thirst-quencher is very popular with athletes,



vegans and nutrition-conscious consumers, due to its high potassium and low calorie content. Coconut juice is an ideal addition to juices whose high sugar content is no longer in step with the times and offers a solution for the industry to achieve the positive green NutriScore level consistently demanded by policy makers.

"Coconut juice can provide a clear solution here, drastically reducing the sugar and calorie content of orange juice, apple juice etc. In this way, the fruit juice content remains 100 per cent, the NutriScore is reduced to a positive level B and the manufacturer can once again show the nutrition-conscious consumer: the product is good for you. In terms of taste, there are no disadvantages, because the light and neutral characteristics of coconut juice do not overpower the flavour of the fruit juices. Based on the current figures from Arizton's market research study, I see a potential market for 297 million litres of juice mixed with coconut juice by 2023," says Green-Coco CEO Stefan Reiß, summing up his solution.

A positive side effect? Coconut juice adds valuable minerals such as potassium, calcium and magnesium to the juice and these can also be declared as such. At 11-19 kcal per 100 ml, coconut juice is the fruit juice with the lowest calorie content of all. Example: By mixing 40% coconut juice and 60% orange juice, you can lower the calories per 100 ml from 42 kcal to 29 kcal. This represents a reduction of more than 10 calories per 100 ml to just under 30 kcal compared to the pure version – at times of steadily rising diabetes prevalence, this is a step in the right direction. Also in multivitamin juices, the addition of coconut juice would mean a significant reduction in calories and sugar.

Further facts should encourage the industry to choose this path: According to a market study by Arizton, the coconut water market in Europe is expected to grow by 25 per cent per year until 2023. Coconut juice has long since ceased to

be a niche product and has established itself as an independent category and can be found in almost every store. Supermarkets such as REWE already have a permanent place on the shelves for their in-house coconut juice brands.

Green Coco Europe GmbH has been the European category leader in organic coconut juice for more than 18 years. With the organic brand Dr. Antonio Martins, the company has been writing its own success story and, with many years of expertise, is positioning itself as a raw materials expert. Since 2013, sales from brand, raw materials business and private label have increased by about 81 per cent. Green Coco Europe GmbH's customers include food retailers, such as müller and REWE. The raw ingredient processing and bottling facilities are BRC Food and IFS Food 6 higher-level certified. Green Coco Europe is a member of the German Fruit Juice Industry Association (VdF) and is also SGF/IRMA certified.

In autumn 2018, CEO Stefan Reiß accepted an invitation from the European Fruit Juice Association and gave a presentation to an audience of 600 at the international JUICE SUMMIT. Dominant topic: The low calorie and sugar content of coconut juice (11-19 kcal, 1.9 g sugar per 100 ml) and the possibility to dramatically reduce the sugar and calorie content of fruit juices by mixing them with coconut juice.



Do you have any questions or require images?

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