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**FOR IMMEDIATE RELEASE**

**QualiTech Delivers Fruit – Adding More Fruit Content**

**December 22, 2011** — QualiTech Food Ingredients offers standard or customized particulate inclusions to add flavor, function, texture, mouth-feel and visual appeal in everything from bakery to beverages. One of our major categories is acting as a delivery system for fruit. Fruits like raspberries are popular inclusions that work well for cookies, muffins, bagels, and many other baked goods. QualiTech is also serving the trend of working with more exotic fruits like acai, pomegranate, mango and guava.

“The great thing about inclusions is that we can provide consistency in color, flavor, antioxidant or other nutritional content, performance and even supply,” says Tracy Schrepfer, Research and Development Manager. “We can start with real fruit and make a powder, boost the nutrition, enhance the color and make it exactly what the client expects.”

Inclusions and particulates provide a cost effective way to get super fruits not grown in the U.S. into products that U.S. consumers want.

Tracy Schrepfer says many times the process starts with someone in a marketing capacity wanting a product that can claim a certain percentage of fruit content or nutritional value. “As long as we know what the parameters are and how it will ultimately be used – whether in a dough or topping or blended with something else –together we can create solutions,” says Tracy. “We can add omega-3, fiber, protein or fruit content. These customized pieces are now more consistent and easier to introduce into a mass quantity baking process than raw fruit. That alone offers more flexibility for the end use.”

Inclusions can add the following:

- Fruit: We can add any fruit/fruit flavor you like including up-and-coming exotic flavors like pomegranate, mango and guava.
- Nutritional Applications: Provides health benefits through omega-3, fiber and protein enhancements.
- Allergen free alternatives: Inclusions provide a great alternative for tree nuts that mimic a peanut, walnut, or pecan. They taste great, look great and are allergen-free.
- Prebiotics and micronutrients: Inclusions can deliver trace minerals and other essential supplements.

The benefits of inclusions are:

- Consistent performance (flavor, integrity, look and feel)
- Consistent supply
- Lower cost
- Provides delivery system for fiber, protein, fruit content, nutraceuticals, etc.
- Smaller carbon footprint

For more information please visit [www.qualitechco.com](http://www.qualitechco.com) or call 800.328.5870 ext.219.



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**About QualiTech, Inc.**

QualiTech, is about developing creative solutions—inclusions and particulates—that offer great flavor, texture, function and visual appeal to your proprietary products. They also serve as delivery systems for unique ingredients such as omega-3s, fiber, fruit content, nutraceuticals, and proteins. With QualiTech, you'll enjoy consistent pricing, consistent performance and year-round availability. No matter what food product you envision, we'll work with you to develop the right inclusion or particulate to bring your idea to market in any flavor, color or texture. With a visionary approach, QualiTech fosters imagination and innovation, turning trends into signature food products, custom flavor systems, or unique food solutions. QualiTech provides innovative research, timely development, and cost-efficient manufacturing of its products to clients worldwide.