

Practical example – FOOD EVOLUTION®



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BACKGROUND/ CHALLENGE

- > **Apple juice = generic and hardly segmented** (e.g. no premium segment)
- > **Conventional apple processing process** (pressing) with deficits (velocity, continuity, costs, aroma, vitamins)

CONTRIBUTION

- > Delivery of a **new decanter technology** in cooperation with the ZHAW



- > Product ideas and rough concept (**Food Evolution®** process)
- > Naming **Obi PUR**
- > Development of bottle format (3 apples = 5dl, 3 apples = 1l) and packaging design

RESULTS

- > Continuous process, closed production system
- > Higher process speed, approx. 10 minutes
- > Obi PUR premium apple juice with a light colour and authentic apple taste, without additives
- > Winner of the **“Prix d’Innovation Agricole Suisse 2005”**

