

## California Custom Fruits and Flavors

Consumer interest in yogurt has been stronger than perhaps any other dairy segment in recent years. Brands have responded with a torrent of new flavors, formats, and styles—from savory and spicy flavors to Greek, Icelandic, and Australian yogurts.

Yogurt drinks are one of the fastest-growing formats, having seen growth of more than 60% since 2011. Health trends suggest that this growth should remain strong for the foreseeable future.

### Innovative Products

Consumers remain open to trying new and unconventional types of yogurt drinks: they are one of the few application types where brand-new products sell better than simple variations on existing flavors. Adventurous flavors are popular, including indulgent profiles like salted caramel and vegetable-based blends like green apple kale or strawberry beet.

“We are seeing drinkable yogurt brands innovate by adding additional health claims as well,” said Mike Mulhausen, President of California Custom Fruits and Flavors. “High protein is a very desirable claim, so brands are enhancing their protein content through processing or through adding a protein ingredient. Additions like chia seed are also a growing trend—yogurt drinks can be sold with chia already mixed in, or it can be provided as a separate topper.”

### Customization and Creativity

With a long history of customization and service, California Custom Fruits and Flavors is well positioned to support brands looking to enhance their offerings with drinkable yogurts or other trendy applications.

Although California Custom Fruits and Flavors is primarily known as a premium supplier of processed fruits and flavors, the company can deliver much more. Ingredients from California Custom Fruits and Flavors deliver great taste and texture, but they can also help brands address consumer health trends by adding fruit and vegetable servings, employing natural sweeteners, or enabling clean label claims, including organic and GMO-free. The company also offers a proprietary sweet-



ness enhancement technology that allows brands to reduce sugar content without affecting flavor.

### About California Custom Fruits and Flavors

California Custom Fruits and Flavors creates and supplies processed fruits and flavors to various segments of the food industry, including cultured yogurt and ice cream manufacturers, industrial bakeries, beverage manufacturers, and restaurant, dessert, and coffee chains. With a highly talented staff and state-of-the-art manufacturing facility, certified at SQF Level 2, we are large enough

to successfully supply major national brands, yet flexible enough to maintain our reputation for outstanding service.

If you need help creating your next innovative application with a custom fruit ingredient, California Custom Fruits and Flavors is here to help. Call 877.588.0056 or visit [www.ccff.com](http://www.ccff.com) to start the conversation.

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