CONCENTRATES       EXTRACTS       COMPOUNDS

The Fruit Company
iprona

TRADITION AND PASSION
FOR FRUIT

CONCENTRATES       EXTRACTS       COMPOUNDS
Since 1981, Iprona - The Fruit Company - has been renowned for the authenticity of its processed fruit, excellent quality and the provision of products geared to market requirements. These are the reasons for our success and they have allowed us to become well known as an internationally acclaimed partner in fruit processing.

Our headquarters are located in Lana, at the heart of South Tyrol in northern Italy, one of the largest food-growing areas in Europe.
TECHNOLOGY AND INNOVATION
Our success lies in the excellent quality of our products, the experience and specialist knowledge of our staff, the use of new technologies, and constant, intensive research and development. Checks are carried out at every stage from the raw materials all the way to our final products using modern analytical methods. We are especially proud of our ability to produce outstanding freeze concentrates by employing proprietary innovations.

Fruit is delicate raw material and it is essential to preserve its aroma and natural colour through gentle processing. Years of exhaustive research and development have resulted in high quality products achieved with the help of innovative technologies and ideal combinations of processing methods. The preservation of quality is guaranteed by gentle pasteurisation and our aseptic filling process. Wholly owned affiliates in the heart of Europe supply raw materials that are then refined and standardised on our premises.
CONCENTRATES
Iprona produces fruit juice concentrates, puree concentrates and pulp concentrates as well as freeze concentrates and spray-dried fruit concentrate powders. We also manufacture natural colourings. It is our aim to preserve the typical flavour, colour and aroma of the fruit we process. We work with over 50 different fruits, everything from berries and citrus fruits to exotic fruits. Our products are aseptically filled into cartons, pails or drums as well as customised packaging systems.

Iprona products can be used in a variety of applications:
- beverages
- confectionery
- bakery products
- dairy
- ice-cream
- jams and confitures
EXTRACTS
Iprona is the world’s largest supplier of black elderberry (Sambucus Nigra), and the only company using membrane enrichment to manufacture polyphenol-standard extracts sold under the brand name BerryPharma®. Standardisation to active analytical parameters by membrane enrichment ensures that all nutrients are retained. We do not use ethanol as a solvent. This means that BerryPharma® extracts are kosher- and halal-certified as well as being non-GMO-verified.

Clinical studies support the nutritional benefits of membrane-enriched black elderberry and blackcurrant extracts. In addition, BerryPharma® offers aronia (also known as black chokeberry) and bilberry extracts. A new high polyphenol concentrated strawberry extract called Nerina® complements the range. All BerryPharma® extracts are designed for the nutritional, cosmetic and pharmaceutical industries.
Beverage compounds are unique and exclusive all-in-one solutions that are tailored to individual customer ideas and requirements. Together with our sales, marketing, development team and external resources we always have a full picture of the global markets and upcoming (product) trends. Our passion is developing your successful products of the future by using our long time experience and the best available raw materials, such as fruit concentrates, natural extracts and flavours.

Iprona’s beverage compounds offer a lot of advantages:

- product quality that is standardised and always consistent
- including all key raw materials (concentrates, flavours, etc.)
- flexible, aseptic batch sizes
- ease of handling
- reduced error rate

Iprona develops and supplies tailor-made compounds for the following categories:

- Energy drinks
- Drinks containing fruit juice
- Sports drinks
- Malt drinks
- Tea drinks
- Alcohol based drinks
- Near water drinks
- Beermix
- Drinks with vegetable ingredients
- Soft drinks
ELDER
As one of the leading producers of cultivated elderberries we reach the highest possible standardised quality in our concentrates and natural colourings. This is made possible by an innovative production process and decades of experience. The availability of the elderberry is guaranteed by contract farming in Austria, which allows traceability all the way back to the field.
WE COLOUR THE WORLD