USAID
DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA

EXPRO El Salvador
Programa de Promoción de Exportaciones para las Micro, Pequeñas y Medianas Empresas

TROPICAL FRUIT JUICE AND CONCENTRATE STUDY

NOTA: San Salvador 7 de Julio de 2005. Este documento es propietario únicamente de quien lo organiza. Este documento es propietario únicamente de quien lo organiza. Este documento es propietario únicamente de quien lo organiza.Este documento es propietario únicamente de quien lo organiza.

Export Promotion for Micro, Small and Medium Enterprises El Salvador (USAID/EXPRO)

Contract No.: PCE-I-00-98-00016-00 T/O 833

Project Period: July 2003 – March 2006

USAID Mission: USAID El Salvador Office of Economic Growth

Project Contractor: Nathan Associates Inc.

Project Summary: USAID/EXPRO aims to reactivate the economy of El Salvador by increasing income generated from exports of micro, small, and medium enterprises (MSMEs). Project objectives include (1) strengthening the Ministry of Economy's institutional export and trade policy capacity; (2) improving access to trade and export information; (3) increasing the competitiveness of Salvadoran businesses; (4) expanding business contracts and sales; (5) strengthening the Salvadoran export services sector; and (6) establishing strategic business alliances. Nathan Associates, in collaboration with AG International, DAI, and JE Austin, is providing technical, commercial assistance, and training to support government and private sector export promotion efforts; improving the productive capacities of MSMEs striving to access international markets; and assisting Salvadoran companies in developing and increasing export sales by at least $20 million at project completion on March 31, 2006. USAID/EXPRO is also providing technical assistance and training to make export promotion initiatives more effective and to improve product development, operational efficiency, business development services, and the production scale of Salvadoran MSMEs so they can enter international markets, enjoy market continuity, maximize profitability, and face less risk of failure.

Date of Publication: April 2004

"THE US MARKET FOR TROPICAL FRUIT JUICES AND CONCENTRATES"

April 2004

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I. Executive Summary

1. With the objective of helping Salvadoran farmers/producers to understand the opportunities available in the U.S market, and position themselves as juice or concentrate exporters rather than fruit exporters, two consultants, Ken Weiss and Marcos Arocha, from J.E. Austin Associates, Inc. (JAA), undertook a broad study of the U.S. market for tropical fruit juices and concentrates.

2. **Methodology:** This report is of a survey of the U.S. market for tropical fruit juice. It involved secondary collection on a nationwide basis and primary data collection in the cities of Los Angeles, New York, Miami, Chicago and Houston.

3 **Market Size:** The U.S. market for fruit juice is about $30 billion per year, of which about 3% is imported. Nearly all of the tropical pulps, purees, concentrates and juices are imported.

4. **Market Trend:** Juice consumption is increasing, mainly because people see it as being good for their health.

5. **Import Trend:** The volume of juice imports grew rapidly from 1978 through 1986 but has declined overall since that year. The largest supplier is Brazil, followed by China and Argentina.

6. **Imports of Tropical Juices:** Although the U.S. does not record statistics for each tropical juice, it is clear that imports of tropical juices in general are increasing.

7. **Market Segmentation:** The juice market can be segmented according to (1) the method of storage, (2) the flavor and (3) the percent content of juice

8. **Types of Marketers:** Juice products are marketed mainly by beverage companies, large food or consumer products companies, grower's cooperatives, and small entrepreneurial companies.

9. **Labeling and Other Regulations:** U.S. labeling regulations for juices must be strictly observed. Exporters must also use a HACCP system and register as required with the FDA.

10. **Distribution and Mark-ups**: About 72% of retail juice sales are made in food stores and convenience stores. In general, a foreign producer will receive about 1/3 of the U.S. retail price.

11. **Foodservice**: Significant quantities of tropical pulps, purees and concentrates are sold to foodservice establishments such as restaurants and smoothie bars.

12. **Private Label**: There are both retailer's and distributor's private label juices; however, we found very few examples of private label tropical juices.

13. **Soccer Stadiums**: We found it unlikely that significant quantities of tropical juices can be sold at soccer and other athletic events.

14. **Juice/Smoothie Stands**: Some smoothie companies buy tropical juice products, while others use only fresh fruit or frozen pieces.

15. **Flavor and Storage Method**: Both shelf-stable and refrigerated juices have large shares of the market. Frozen concentrates have declined, but frozen tropical fruit pulp is available in Latin markets.

16. **Single-serve Packages**: Consumers' desire for convenience has led to the rapid growth of single-serve packages of metal, glass, plastic and coated paper.

17. **Neutraceuticals, etc**.: Juice makers are fortifying their products in several ways to increase their desirability in the marketplace.

18. **Juice Blends**: There is a wide variety of juice and drink blends. Many of these include tropical juices, although the amounts are often very small.

19. **Packaging**: The type of packaging used varies with the type of product and the target market. Glass means "quality," tetra-bricks are good for children to carry in their lunch boxes, etc.

20. **Organic Juice:** The market for organic juice is growing and provides a price premium of about 15-17% at the retail level.

21. **Advertising and Promotion:** We saw very few examples of advertising or promotion of tropical juice products.

22. **Low-carb Mania**: At least for the time being, products that appeal to people that are following a low-carbohydrate diet are being introduced.

23. **Regional Markets**: Los Angeles, New York, Miami and Houston all seem to be good markets for tropical juice products; Chicago is less so. Market strength depends largely on the number of residents who are from Central and South America.

24. **Survey Findings:** Altogether we found more than 100 brands of juices products containing tropical juices, of which about one third were imported in consumer packages. We found a wide variety of product types, juices, packaging materials, package sizes and prices.

25. **Major Juices:** The market for **pineapple** juice is relatively large. This is followed by **mango** and then **guava** juice. There is market potential for all of them if an exporter has comparative and/or competitive advantages.

26. **Other Juices:** There is a substantial market for **passion fruit** juice; however, supplies are abundant and the price is erratic. **Tamarind** juice is found in both stores and restaurants, most often as concentrate in approximately 32-ounce packages. There is little **guanábana** juice in the stores. Some items with **pitahaya** juice have been introduced but later withdrawn from the market. **Zapote** juice was not found and no buyer expressed an interest in carrying it.

II. Background

The Export Promotion for Economic Reactivation of Salvadoran Micro, Small and Medium Enterprises (EXPRO) is a USAID-funded project implemented by Nathan Associates Inc. Through the promotion of associative mechanisms, EXPRO works to strengthen MSMEs, expand their sales, build permanent business alliances and, most important, increase exports from El Salvador.

Salvadoran farmers have extensively planted tropical fruits in the past three years; however, there has been strong competition in the tropical fresh fruit export market. Furthermore, tropical "fresh" fruit exports have been determined to be less profitable to Salvadoran exporters. Beyond the demand for ethnic foods and beverages, there is an increased demand in the global market for natural fruit juices and concentrates. This has prompted efforts to become competitive in the tropical fruit juice and concentrate market.

To support these efforts, two consultants, Ken Weiss and Marcos Arocha, from J.E. Austin Associates, Inc. (JAA), undertook a broad study of the U.S. market for tropical fruit juices and concentrates, with the objectives of documenting and analyzing the demand for these products, and providing recommendations to Salvadoran farmers/producers to help them understand the opportunities available in the U.S market, and position themselves as juice or concentrate exporters rather than fruit exporters.

III. Methodology

Due to the fact that tropical fruit juices are a small part of the beverage, and even the overall juice market, conducting this study presented challenges to obtain specific data on the subject. Several kinds of secondary and primary data collection were required. They are briefly described below.

Secondary Data Collection

Review of literature: We began the work by reviewing literature about the world and U.S. markets for fruit juice. This was done mostly on the Internet and in a private library. Our bibliography, **annexed to this report,** shows more than 25 articles from beverage journals. Information from these articles helped in designing the study and some of the data appear in this report.

Review of prior studies: We identified a number of prior studies of the U.S. market for juice and were able to obtain several of them. Perhaps the most useful study was “The US Market for Fruit Products”, prepared in 2001 by the firm, Packaged Facts.

Purchase and review of statistics: To obtain the most up-to-date statistics of U.S. imports of juices, we identified the appropriate Harmonized System numbers and purchased data from the U.S. Department of the Census. We were able to obtain information on imports of pulp and puree for the principal kinds of tropical fruit, with quantities and values by country of origin. Unfortunately the data for imports of tropical fruit **juices** are aggregated and their value was limited.

PIERS and IRI Data: We considered requesting approval to buy import data from the Port Import and Export Reporting Service but did not do this because PIERS data do not cover air and land ports and do not show the **destinations** of the merchandise. To get detailed information on retail sales of tropical juices in each of the selected market areas, we requested approval to buy store audit data from Information Resources International. Unfortunately this service is quite expensive and our request was denied.

Primary Data Collection:

Selection of Regions: To divide the USA into regions we consulted the *2003 Marketing Guidebook*, “The Bluebook of Supermarket Distribution” in the USA. In this book the country is divided into seven regions. The following table shows these, with the population of each in millions of people:

REGIONS FROM 2003 MARKETING GUIDEBOOK IN DESCENDING ORDER OF POPULATION (MILLIONS OF PEOPLE)

REGION	POPULATION
Southeast	63
Pacific	59
Mid-Atlantic	46
West Central	43
East Central	33
Southwest	30
New England	14

In the book each region is divided into market areas. We listed the regions and the principal markets in each one and then calculated, from information in the book, the approximate population of Hispanics in each region. The rationale for this was that tropical fruit juice, especially from El Salvador, is more likely to be consumed by people of Hispanic descent than by people of other ancestries.

The following table shows the market areas.

PRINCIPAL MARKETS WITH APPROXIMATE HASPANIC POPULATIONS[1]

REGION	MARKET AREA	HISPANICS
New England	Boston	487,000
Mid-Atlantic	New York	3,711,000
Southeast	Miami	1,805,000
	Atlanta	373,000
	New Orleans	101,000
East Central	Detroit	181,000
	Cincinnati	133,000
	Indianapolis	133,000
	Cleveland	101,000
West Central	Chicago	1,635,000
Southwest	Houston	1,603,000
	Dallas	1,446,000
Pacific	Los Angeles	8,840,000
	San Francisco	3,431,000

The final step in the process was to select market areas that had high numbers of Hispanics. In this process the New England and East Central regions were automatically eliminated.

[1] Calculated as U.S. population, times percent of U.S. population in this market area, times percent of area population that is Hispanic.

The following table shows the regions and market areas selected and the approximate number of Hispanics living in each. Note that Los Angeles has almost exactly half of the total number.

REGIONS AND MARKET AREAS SELECTED

REGION	MARKET AREA	HISPANICS
Pacific	Los Angeles	8.8 million
Mid-Atlantic	New York	3.7 million
Southeast	Miami	1.8 million
West Central	Chicago	1.6 million
Southwest	Houston	1.6 million

In-store Surveys: Our principal primary data collection technique was a survey of juices for sale in stores in each of the five selected market areas. In each area a surveyor was instructed to visit ten stores – a mass merchandise store, a chain supermarket, an ethnic grocery store, a convenience store, a delicatessen, a health food store, an upscale restaurant, a Mexican or Salvadoran restaurant, a health club, and other place of his/her choosing. In some cities more than ten establishments were visited.

A data collection form was designed and was tested in the Washington, D.C. area. A copy is **included as an annex** to this report. Then, each surveyor completed forms to record information about juices observed and later typed this information. The surveyors also asked questions informally in the establishments they visited to learn more about the market for juices.

The reports of the surveys were analyzed and summarized in tables included in this report.

Phone Calls to Selected Importers and Others: Before, during and after the in-store surveys we placed telephone calls to juice importers and other persons who might be able to help increase our understanding of the market. We prepared written reports of 13 such interviews, and there were others of which we did not write reports because the amount of information obtained was not sufficient to justify this. We also conducted a few interviews with smoothie stand chains and sports arena concessionaries.

Questionnaire by Fax: We also designed a one-page questionnaire and sent it by fax to 131 importers and 419 distributors of juices. This was done through a subscription database know as “Contact Direct.” Unfortunately we received only 5 replies, so the information obtained is not usable. Two of the respondents said they thought there was good growth potential for exotic juices such as pitahaya (dragon fruit) and guanábana (sour sop), but when we called them to verify this neither could give any reasons for his opinion.

IV. General Characteristics of the US Market for Fruit Juices

Market Size

During the 1999-2003 period, the global juices market experienced relatively stable growth rates. The market increased in value by 26.1% over the 4-year period, with the US juices market holding the largest share of the global market in 2003. In terms of volume, the global market reached 58.1 billion liters in 2003, having grown at an average annual rate of 4.5% in the 1999-2003 period.

The global juices market reached a value of $91.2 billion in 2003, having grown with a compound annual growth rate (CAGR) of 6.0% in the 1999-2003 period. This growth was primarily driven by the strong expansion of the US market, but was held back by the weaker growth of its Asia-Pacific counterpart.

Going forward, the volume growth is forecasted to decline, with the volume of juice expected to reach 68.4 billion liters in 2008. The implied annual average growth rate for 2003-2008 by this forecast is 3.3%. In terms of value, the market is expected to reach a value of $106.4 billion by 2008, implying an annual growth rate of 3.1% for the 2003-2008 period. [2]

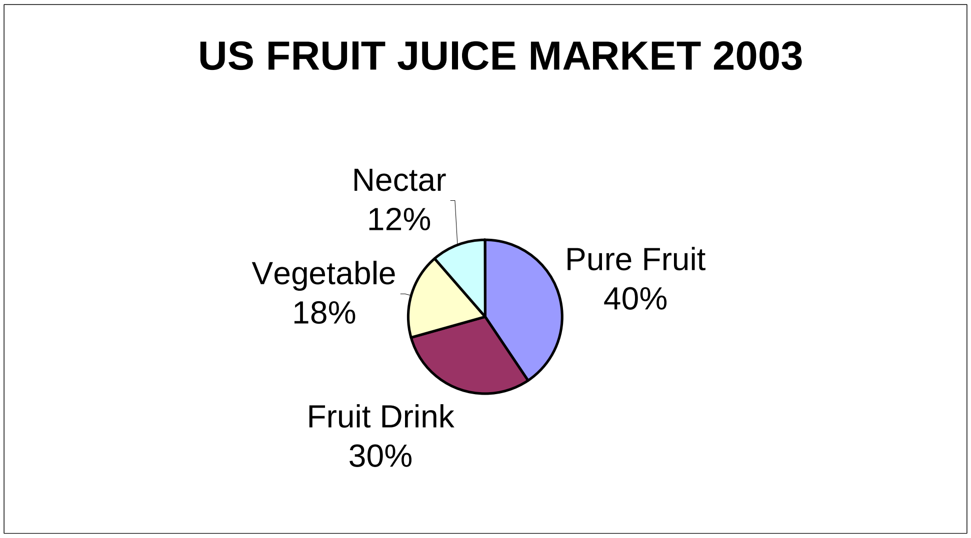
The US market accounted for 32.4% of the global market in 2003, and according to Datamonitor's forecast, it will account for 37.2% by 2008, a 4.8 percentage point increase.

The US juices market reached a value of $29.5 billion in 2003, having grown at a compound annual growth rate (CAGR) of 7.1% in the 1999-2003 period. This growth was stronger than that of the global market itself, leading to the US market's share increasing by 1.4 percentage points between 1999 and 2003. The market increased in value by 31.7% over the period, and held the largest share of the global juices market in 2003.

The leading revenue source for the US juice market in 2003 was the pure fruit sector, which accounted for nearly 41% of the market's value. In value terms this sector was worth $12 billion in 2003. The fruit drink sector generated the second largest revenues in 2003, reaching a value of $8.85 billion, equivalent to 30% of the market's value. Analysts do not expect that this will challenge the leading sector's position going forward.

EXHIBIT 1. US FRUIT JUICE MARKET BY TYPE, 2003 (by value)

[2] Source: Datamonitor



Source: Datamonitor

During the next five years, the market is expected to experience steadily declining growth rates. **By 2008 the market is forecast to reach a value of $39.5 billion, implying an annual average growth rate of 6.0% for the 2003-2008 period, and higher than that of the global market.**

Consumption Patterns

In 2002, National Petroleum News (NPN) established total US consumption at 4.21 billion gallons. Fruit beverage volume consumption in the US increased each year during the 1980s and early 1990s. However, there has been little change in overall fruit beverage consumption **since the mid-1990s; as yearly per capita consumption has remained fairly stable at 15 gallons.** (See Exhibit 8).

Fruit juices consistently constitute the largest portion of the fruit beverage marketplace. However, in recent years fruit drinks (fruit-flavored beverages with less than 100% fruit juice content) have grown more vigorously. The relative strength of drinks, and the corresponding weakness in juice, is probably due to proliferation of new fruit drink products as well as their slightly lower price points, which are attractive in a declining economy.

EXHIBIT 8. US Fruit Beverage Market, Per Capita Consumption, 1997-2002

Gallons Per Capita

Year	Fruit Juice	Fruit Drinks	Total
1997	8.9	6.1	15.0
1998	9.1	6.0	15.0
1999	9.1	6.1	15.1
2000	9.1	6.1	15.2

2001	8.9	6.1	15.0
2002	8.8	6.2	15.0

*Numbers may not add up due to rounding.

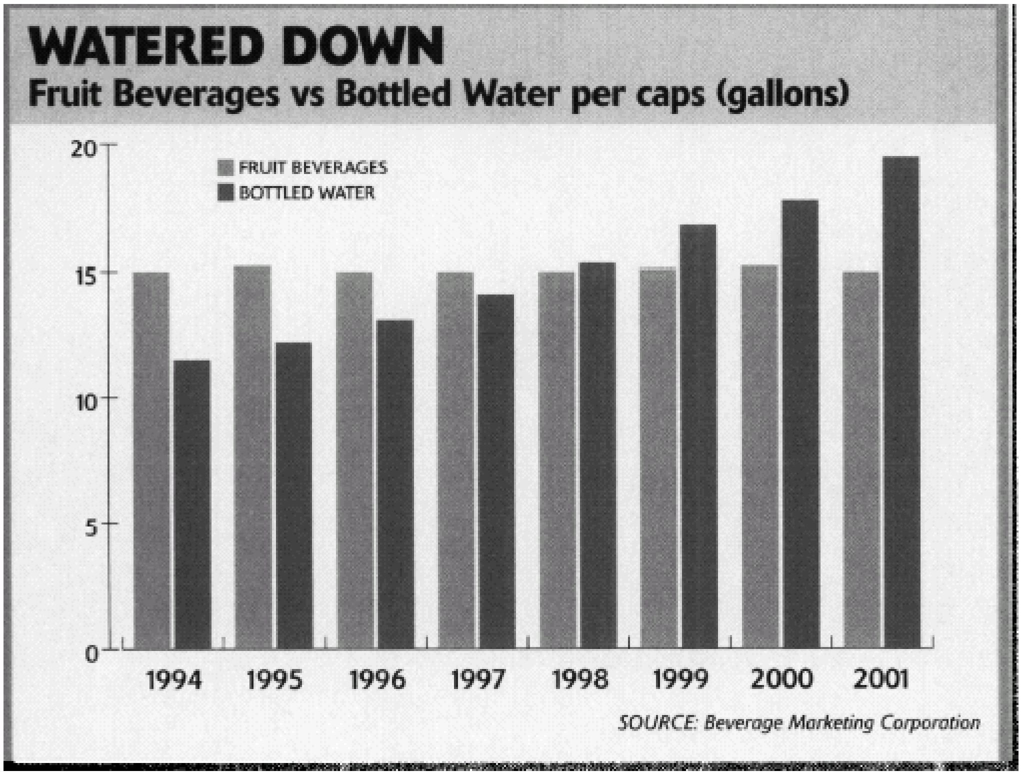
Source: Beverage Marketing Corporation, Florida Dept. of Citrus

Factors influencing consumption

Increasing consumer interest in and spending on fresh fruit has negatively affected sales of fruit products, and this trend is expected to continue. Consumers often perceive fresh fruit as healthier than processed fruit—which is often packaged in some type of syrup and/or with some type of preservative. More importantly, governmental and medical organizations have spurred consumer interest by issuing guidelines that recommend fresh food. The availability of specialty fruit is also luring consumers into the produce section of food stores.

Soft drinks have been the perennial competitors of fruit juices. However, the rise of other types of beverages is increasingly affecting the soft drink and fruit juice markets. For example, bottled water is the fastest-growing category in the beverages market. In 1996, sales of bottled water in all mass-market retail outlets totaled $1,074 million; by 2000, sales had nearly doubled to reach $2,015 million. Sports drinks and ready-to-drink teas also compete increasingly with fruit juice products. Between 1996 and 2000, sales of sports drinks through mass-market retail outlets increased from $630 million to $992 million. During the same period, mass-market sales of ready-to-drink teas grew from $405 million to $548 million.

EXHIBIT 9: Fruit Beverages vs. Bottled Water



However, the growth in bottled water and decline in carbonated beverages could mean a promising future for juices. Common wisdom has led the bottled water segment to new heights, as consumers have embraced the message of drinking eight 8-oz servings of water daily. An extension of this philosophy easily could boost the juice and juice drink market.

Fruit juices and juice drinks comprise 20% of the non-alcoholic beverage market, lagging behind water and carbonated beverages. Water and fruit juices have the perception of healthfulness, and recent bottled waters have incorporated new flavors and functions, blurring the line between fruit juices, isotonics and water beverages.

The decline in consumption of carbonated beverages continues, as consumer research conducted in 2002 found that 38% of those surveyed were drinking fewer carbonated beverages than they were a year ago. Instead of those carbonated creations, consumers are drinking water and fruit juices, whose sweetness appeals to many consumers.

Of those who had reduced soft drink consumption, 65% reported they now drink water, while 40% now substitute juice for some or all of those drinking occasions. Another 18% have opted instead for iced tea. All of these alternatives share a common attribute--stronger positive health benefits than soft drinks.

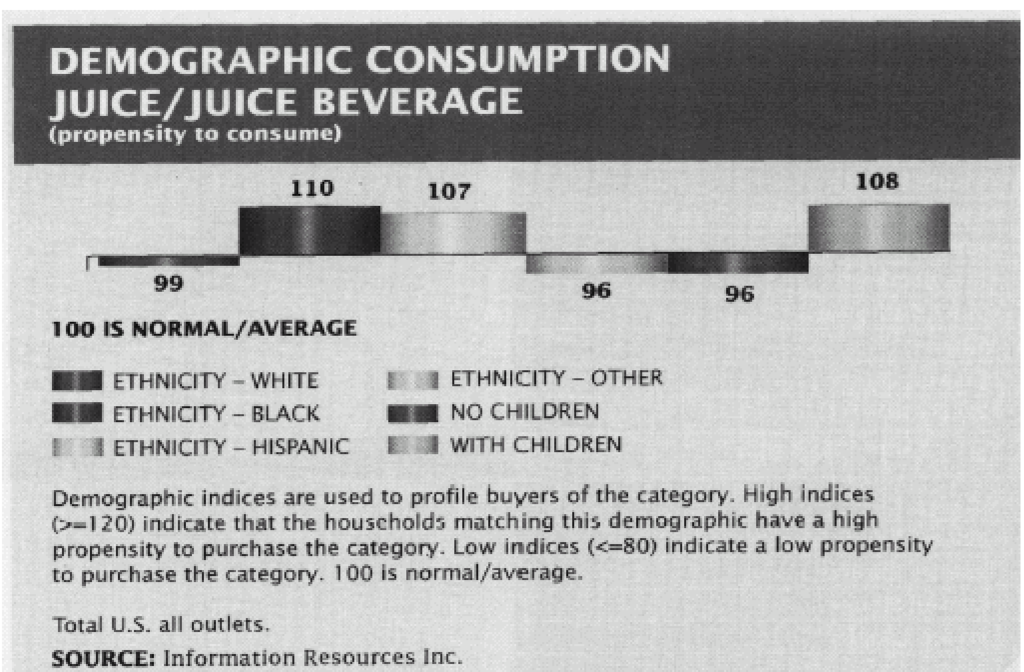
Demographics

According to spring 2000 data from Simmons Market Research Bureau, 65% of all adults in the United States—127 million—use fruit juices or fruit drinks other than orange. U.S. adults who are **black; who are homemakers; who are technicians and related support workers; who live in households containing five or more people; or who live in households containing children under age 17** are significantly more likely than average to use other fruit juices or fruit drinks.

Parents' purchasing of fruit products for their children contributes to overall sales. Whereas parents often regard fruit products as healthy alternatives to traditional snacks, children themselves are likely to enjoy the sweet taste of many fruit products. Furthermore, licensed products tied to children-oriented television programs and movies appeal to children. Children's products also tend to come in single-serve containers that not only make consumption easy for children, but also make packing lunches easy for parents. Both parent and child interest should continue to drive the fruit products market.

A more recent analysis, conducted with IRI data, tends to confirm the results obtained by Simmons. As shown in Exhibit 10 below, **ethnic blacks, households with children and ethnic Hispanics** (score> 100) have higher than average propensity to consume juice and juice beverage products.

<u>Exhibit 10. Demographic Consumption of Juice Beverage</u>



US Imports

Imports play a significant role in meeting the increasing consumer demand for foods and beverages. Although very **erratic,** annual imports of fruit juices into the U.S. have grown from 225.6 million gallons in 1978, to 760.6 in 2002. (See Exhibit 2). For 2003, imports of fruit juices accounted for about 3.1% (when measured by value) of the US market for fruit juices.

EXHIBIT 2. IMPORTED FRUIT JUICES ALL COUNTRIES AND FLAVORS 1978-2002		
Year	**Millions of Gallons**	**Annual Growth**
1978	225.6	--
1979	268.3	18.9%
1980	190.7	-28.9%
1981	349.7	83.4%
1982	558.1	59.6%
1983	570.6	2.2%
1984	801.8	40.5%
1985	879.1	9.6%
1986	891.0	1.4%
1987	842.0	-5.5%
1988	704.3	-16.4%
1989	723.9	2.8%
1990	874.2	20.8%
1991	736.6	-15.7%
1992	672.9	-8.6%
1993	760.2	13.0%
1994	825.8	8.6%
1995	532.2	-35.6%
1996	822.2	54.5%
1997	734.0	-10.7%
1998	624.1	-15.0%
1999	873.7	40.0%
2000	821.0	-6.0%

2001	782.8	-4.7%
2002	760.6	-2.8%

Source: Beverage Marketing Corporation; U.S. Department of Commerce

According to data obtained from US Census, total fruit juice imports into the US totaled $928.3 million USD. For the 1999-2003 period, imports have grown at a modest annual average of 0.68%. (See Exhibit 3)

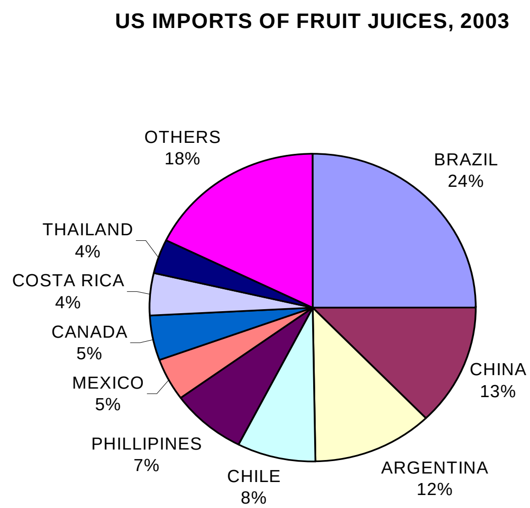
Exhibit 3. US Imports of Juices, Value, 1999-2003

US IMPORTS OF JUICES (INCLUDING FORTIFIED)

YEAR	**1999**	**2000**	**2001**	**2002**	**2003**	**CAGR (1999-2003)**
CIF, USD	$903,542,626	$906,710,619	$768,708,211	$813,848,719	$928,306,972	0.68%
1 yr % change		0.4%	-15.2%	5.9%	14.1%	
Cumulative Growth (1999-2003)						2.74%

Source: JAA Calculations, US Census

Exhibit 4. US Imports of Fruit Juices by Country of Origin, 2003[3]



The biggest supplier of fruit juices to the US is Brazil, with almost a quarter of all imports. Brazil is followed by China, where 13% of juice imports originated, and Argentina, with 12%. Other significant juice exporters are Chile (8%), Philippines (7%), Mexico and Canada (5% each), and Thailand and Costa Rica (4%). Around 80 different countries accounted for the remaining 18% in 2003. (See Exhibit 4).

[3] Market Shares were rounded to the nearest %.

Separate breakdowns do not exist in trade statistics for tropical fruit juices, except for pineapple, although statistics do exist for certain tropical flavors of pulps and purees. However, given that most juices are covered in other categories[4], it is fair to assume that most imports of tropical fruit juices (other than pineapple) will be included in the US Harmonized Tariff categories of "*juice from any other single fruit"* and "*mixtures of fruit juices." Fortified juices (*single Fruit and mixes) are also likely to include some of the tropical fruit juice imports

Exhibits 5 and 6 below show the behavior that these categories have had in recent years. With around 11% of total US imports, and a value of $108.1 million USD in 2003, **pineapple** is clearly the most important import item regarding tropical fruit juices. This value is slightly higher than twice that of "**juice from any other single fruit"** (of which imports amounted to $50.7 million USD in the same year).

However, it is noteworthy that all of these categories have been experiencing growth in recent years (robust growth, in some cases). "Juices from any other single fruit" imports have grown at an annual average of 9.51%, and increased their share of total imports by 1.6 percentage points in the period analyzed (from 3.9% in 1999 to 5.5% in 2003). Imports of mixtures grew have grown at an average annual rate of 23%, and accounted for 2.6% of total imports in 2003. Also growing in value are imports of fortified juices (both from single fruit/vegetable and mixes); however, they've been growing from a much lower base and are still an insignificant portion of total imports (not even half a percent when considered together).

EXHIBIT 5. SELECTED HTS CATEGORIES AS A % OF TOTAL US IMPORTS

SELECTED CATEGORIES AS % OF TOTAL IMPORTS USD, 1999-2003	1999	2000	2001	2002	2003	1999-2003 Var. %
JUICE OF ANY OTHER SINGLE FRUIT	$ 35,290,605	$ 31,091,723	$ 35,463,755	$ 47,402,123	$ 50,750,934	
% of Total Imports	**3.9%**	**3.4%**	**4.6%**	**5.8%**	**5.5%**	**1.6%**
MIXTURES OF FRUIT JUICES	$ 10,317,743	$ 11,944,612	$ 13,863,252	$ 24,507,086	$ 23,680,411	
% of Total Imports	**1.1%**	**1.3%**	**1.8%**	**3.0%**	**2.6%**	**1.4%**
SINGLE FRUIT/VEG JUICE FORTIFIED	$ 624,863	$ 119,108	$ 730,622	$ 964,024	$ 760,118	
% of Total Imports	**0.1%**	**0.0%**	**0.1%**	**0.1%**	**0.1%**	**0.0%**
FRUIT/VEGE MIX JUICES FORTIFIED	$ 16,154	$ 199,751	$ 197,287	$ 2,301,069	$ 1,860,614	
% of Total Imports	**0.002%**	**0.022%**	**0.026%**	**0.283%**	**0.200%**	**0.2%**
PINEAPPLE (ALL CATEGORIES)	$ 100,572,069	$ 73,847,900	$ 89,672,594	$ 92,966,961	$ 108,123,176	
% of Total Imports	**11.1%**	**8.1%**	**11.7%**	**11.4%**	**11.6%**	**0.5%**
TOTAL IMPORTS	$ 903,542,626	$ 906,710,619	$ 768,708,211	$ 813,848,719	$ 928,306,972	

[4] Orange, Lime, Grapefruit, Cranberry, Grape, Lemon, Tomato, Apple, Pear, Prune, other citrus, and other berries have their separate categories.

EXHIBIT 6. SELECTED JUICE AND PUREES CATEGORIES IMPORT GROWTH, 1999-2003

CIF VALUE Growth 1999-2003 ($)	**1999**	**2000**	**2001**	**2002**	**20003**	**CAGR**
JUICE OF ANY OTHER SINGLE FRUIT	35,290,625	31,091,723	35,463,755	47,402,123	50,750,934	**9.51%**
MIXTURES OF FRUIT JUICES	10,317,743	11,944,612	13,863,252	24,507,086	23,680,411	**23.08%**
SINGLE FRUIT AND VEGETABLE JUICE FORTIFIED	624,863	119,108	730,622	964,0924	760,118	**5.02%**
FRUIT AND VEGETABLE JUICE MIXES FORTIFIED	16,154	199,751	197,287	2,301,069	1,860,614	**227.60%**
GUAVA PASTES AND PUREE, COOKED	3,910,198	4,156,757	3,659,757	3,715,407	3,857,036	**-0.34%**
BANANA PULP, PREPARED OR PRESERVED	13,377,961	10,768,237	17,526,278	16,991,110	14,668,180	**2.33%**
PAPAYA PULP, PREPARED OR PRESERVED	84,564	133,852	201,525	203,286	381,223	**45.71%**
MANGO PASTES AND PUREE, COOKED OR PREPARED	5,783,005	5,486,887	5,638,491	6,346,594	8,298,687	**9.45%**

Based on interviews and several bibliographical and statistical sources consulted for this study, the main suppliers of different tropical fruit juices and concentrates appear to be the following:

EXHIBIT 7. COUNTRIES OF ORIGIN BY FLAVOR (IN BULK FOR INDUSTRIAL USE)

FLAVOR	**COUNTRY**
Organic Mango	Colombia
Pineapple	Philippines, Thailand, Indonesia, Mexico, Costa Rica
Organic Pineapple	China
Papaya Pulp	Philippines, Colombia
Passion Fruit	Ecuador, Brazil, Colombia
Coconut	Thailand, Philippines, Dominican Republic
Organic Coconut	Sri Lanka
Guava Pastes and Puree	Ecuador, Dominican Republic, India
Banana Pulp and Puree	Costa Rica, Ecuador, Honduras
Mango Pastes and Puree	Mexico, Colombia, India
Papaya Pulp	Philippines, Colombia

Market Segmentation

Trade media and sales auditing services tend to classify fruit juice products into one or more of the following three product classifications: storage method, flavor, and juice content.

Storage Method:

Perhaps the most common way of classifying fruit juice products is by storage method.

- **Refrigerated:** Refrigerated fruit juice products include beverages that are not shelf-stable and must be refrigerated. Many shelf-stable fruit juice products are kept in refrigerator cases, but are not included in this segment.

- **Shelf-Stable Bottled:** Shelf-stable bottled fruit juice products are packaged in glass or plastic containers ranging in size from single-serve to one gallon or more.

- **Frozen Concentrates:** These can be packaged in pasteboard cans with metal ends or in plastic pouches.

- **Aseptic:** Aseptic fruit juice and fruit drink products are stored in aseptic drink containers sometimes called "paper bottles." These aseptic products may or may not be kept in refrigerated cases.

- **Canned:** These juices are usually shelf-stable and come in single-serving as well as in 64 ounce sizes.

- **Frozen Fruit Juice Bars:** These products include juice-based frozen novelties that are stored in freezer cases.

- **Shelf-Stable Liquid Concentrates:** Shelf-stable fruit juice and juice drink liquid concentrates are shelf-stable for a shorter period than canned or bottled fruit juices and drinks. Shelf-stable concentrates generally last for only seven months, whereas bottled or canned fruit juice products can last for years.

Flavor: Fruit juice products are also classified by flavor.

Juice Content: Finally, fruit juice products can be classified by juice content.

By this method, the fruit juice products market consists of two major segments:

- **100% Fruit Juice:** The term "juice" refers to beverages that are 100% juice. Juices may be packaged as a single juice—such as orange, apple, or grapefruit—or as a blend of two or more juices.

- **Fruit Drink:** Less precisely defined than the 100% fruit juice segment, the fruit drinks segment encompasses a wide range of products. Fruit drinks may contain as much as 99% juice or as little as 2% juice—the least amount of juice that federal regulations allow a beverage to contain and still have "juice" on the label. Fruit drinks with high juice contents are generally referred to as "juice drinks," whereas products with low juice content are sometimes referred to only as "juice-flavored."

However, it is worth noting that the flavor specified on the label may be totally different from the actual ingredients. For example, a juice marketed as “Mango Delight” could be mostly pear or apple juice and it might not contain any mango juice at all.

Type of Marketers

Hundreds of companies, many of them small regional operations with sales of under a million dollars annually, compete in the fruit products market. Most of these marketers fall into one of the following classes:

- **Beverage companies** (Pepsi, Coca-Cola, etc.)

- Billion-dollar **food or consumer products companies** (Nestle, Del Monte, P&G) etc.

- **Growers co-operatives**, including Ocean Spray Cranberries, the National Grape Cooperative Association (which owns Welch Foods), Florida's Natural, Sun-Maid Growers, Sunsweet Growers, and Knouse Foods Cooperative. These marketing cooperatives are essentially corporations owned by groups of agricultural suppliers. The mission of a cooperative is to maximize the long-term value of its growers and provide a reliable market for their basic product. For this reason, growers co-ops tend to organize around the marketing of one or two related commodities, which they sell in as many forms as possible—that is, as juice, jelly, jam, and so forth.

- **Small, often privately-held entrepreneurial companies** that specialize in one category or segment of the fruit products market—for example, Odwalla (before being acquired by Coca-Cola) was a leading marketer of fresh, not-from-concentrate fruit juices; Mariani Packing Co. is a leading marketer of dried fruit; J.R. Wood is a leading marketer of frozen fruit; and Blackberry Patch is a specialty marketer of jams, jellies, and preserves.

Labeling and Other Regulations

The Nutrition Labeling and Education Act of 1990, NLEA, gave the FDA broad authority over food and beverage labeling by requiring nutrition labels on most food and beverage products. Marketers must print content information for specified nutrients in a "Nutrition

Facts" panel on all consumer- bound food packages. The nutrition panel's mandatory components are total calories, calories from fat, total fat, saturated fat, cholesterol, sodium, total carbohydrate, dietary fiber, sugars, protein, vitamin A, vitamin C, calcium, and iron. The NLEA also allows marketers to make nutrient content claims and appropriate FDA-approved health claims.

The NLEA requires that fruit juice and fruit drink marketers declare the percentage of juice content on their products. Moreover, fruit juice and fruit drink marketers of products that contain only 2% or less juice cannot use the word "juice" anywhere on product packaging other than in the ingredient statement, nor can they use vignettes suggesting significant juice content. Additionally, when the label of a multi-juice beverage names one or more but not all of the juices in the beverage, and the percentage of the juice named is relatively minor, the label must either declare the amount of the featured juice within a 5% range or state that the beverage is flavored by that juice. For example, a beverage containing mostly white grape juice and a little raspberry juice may be called either a "raspberry-flavored juice drink" or a "juice blend, 2% to 7% raspberry juice." The NLEA regulations are intended to give consumers a clearer understanding of what they are buying. A previously labeled "raspberry- 100% juice blend," for example, might have been perceived as containing 100% raspberry juice, but might actually have contained only 5% of the expensive raspberry juice and 95% white grape juice, a decidedly less expensive juice.

Food and beverage marketers must declare the amount of each nutrient per serving of a product as an absolute value and as a percent of the Daily Value (%DV). The NLEA defines "serving" as the quantity of a product "customarily eaten at one time." Marketers of fortified foods and beverages must also indicate the absolute and %DV level of any and all fortifiants added to a product.

The term "Daily Value" as it appears on product labels actually refers to two sets of dietary standards: Daily Reference Values (DRVs), which apply to such energy-producing nutrients as fat, cholesterol, and sodium; and Reference Daily Intakes (RDIs), which apply to vitamins and minerals. The term "RDI" replaces the term "U.S. Recommended Dietary Allowances" (U.S. RDIs), but still refers to the same values established by the Food and Nutrition Board of the National Academy of Sciences.

In addition to requiring food and beverage marketers to list the nutrient content of products, the NLEA prescribes uniform definitions for terms describing a product's nutrient content. To be described as "high" in a particular nutrient, a product must provide at least 20% of the Daily Value for that nutrient per serving. A "good source" of a nutrient provides 10% to 19% of the Daily Value per serving. To use the term "more," a food must provide 10% more of the Daily Value for that nutrient per serving than the reference food.

The NLEA allows food and beverage marketers to make claims, within FDA limits, about the relationships between certain nutrients and health conditions of diseases. Previously, any food or beverage marketer that claimed a healthful effect for its product had to treat it as a drug and obtain pre-marketing approval from the FDA. Now, food and beverage marketers can make health benefits claims for twelve FDA approved relationships; moreover, the FDA can review additional submitted relationships on an ongoing basis and may approve these additional nutrient claims if it finds evidence to support them. Fruit product marketers are especially likely to tout the following FDA-approved relationships: calcium and reduced risk of osteoporosis; dietary fats and increased cancer risks; dietary saturated fats and cholesterol and coronary heart disease; antioxidants and decreased risk of cancer; and high folic acid intake and reduced risk of neural tube birth defects. For food and beverage marketers to make claims about the relationships between certain nutrients and health conditions or diseases, they must ensure that their products meet the FDA's criteria for being "healthy." The FDA does not consider those foods or beverages with less than 10% the Daily Value of vitamins A or C, iron, calcium, protein, or fiber, or more than 20% the Daily Value of fat, saturated fat, cholesterol, or sodium, to be healthy. Therefore, such foods or beverages cannot carry health claims.

The FDA requires marketers to include a warning statement on all labeled fruit and vegetable products that have not been pasteurized or otherwise treated to prevent, reduce, or kill bacteria.

Companies that export juice products to the USA are required to use Hazard Analysis and Critical Control Points (HACCP) quality management systems in their processing plants. Please find attached to this report a recent Food and Drug Administration (FDA) document entitled, "Juice HACCP Hazards and Controls Guidance, First Edition, Final Guidance.

Also companies that export juice to the U.S. are required to file Process and Low Acid Canned Foods (LACF) registrations with the FDA. A document that explains this process is also included as an annex to this report.

An additional and recent requirement is that exporters of juice products must comply with the terms of the Public Health Security and Bioterrorism Preparedness and Response Act of 2002, known as the "Bioterrorism Act." This relative new law requires (1) registration with the FDA including naming a "U.S. Agent," (2) giving prior notice of shipments that will be arriving in the U.S., and (3) maintaining detailed records of raw materials, plant personnel, visitors and events that could have led to contamination of the product. The basic website for obtaining information and registering companies is at http://www.fda.gov/oc/bioterrorism/bioact.html.

Distribution Channels and Mark-ups

An overwhelming **86%** of fruit juice consumption occurs off premise (see Exhibit 11), including sales of food stores, convenience stores, mass-merchandisers, club stores, vending machines, drug, and other specialty stores. Within these, food stores and convenience stores are the most important distribution channels. In 2002, **food stores**

accounted for 59.5% of fruit juice sales, while **convenience stores** accounted for **12.6%.** For the same year, foodservice and restaurants accounted for only 3.5% and 10.3%, respectively.

From 1999 to 2002, the percentage of sales occurring through the different **distribution channels remained fairly stable.** For this period, the distribution channels that have experienced significant growth are mass-merchandisers (6.2% average annual growth), and other specialty stores (5.8%). However, even with this growth they only accounted for 4.8% and 0.7% of total sales in 2002.

In the food service category, sales in healthcare facilities have grown on average 3.4% annually, and sales in schools 2.6%. However, these sales also represent insignificant amounts of the total (0.9% and 1.6% in 2002). Exhibits 11 and 12 below show the estimated volume by distribution channel, both in millions of gallons (ex. 11) and as a % of the total (ex.12).

Exhibit 11. Estimated Volume by Distribution Channel; Millions of Gallons

	U.S. Fruit Juice Market					
	Estimated Volume by Distribution Channel					
				Millons of Gallons		
Dist. Channel		**1999**	**2000**	**2001**	**2002**	**Avg. Growth (%)**
Food Service						
Schools		36.8	36.4	38	39.8	2.6%
Colleges/Univ.		10.8	11.2	11.6	11.1	0.9%
Healthcare		19.7	21.2	21.6	21.8	3.4%
Business/Industry		14	14.2	13.8	13	-2.4%
Sub-total		81.3	83	85	85.7	1.8%
Restaurant/On-Premise						
Casual Dining		99.5	102.2	102.5	101.8	0.8%
Fast Food		87.2	86.5	87.5	87.3	0.0%
Formal Dining		35.2	34.3	33.1	33	-2.1%
Deli		29.8	30	30.2	30.4	0.7%
Sub-total		251.7	253	253.3	252.5	0.1%
Off-Premise						
Food Stores		1521.7	1536.9	1491.4	1455.5	-1.5%
Convenience Stores		307.3	302.5	304.6	307	0.0%
Mass Merchandisers		97.9	105.4	112.8	117.4	6.2%
Club Stores		96.1	96.5	100.2	99.9	1.3%
Vending		73	74.7	75.7	76.5	1.6%
Drug		36.5	36.7	35.1	34.9	-1.5%
Other		13.5	15	15.7	16	5.8%
Subtotal		2146.0	2167.7	2135.5	2107.2	-0.6%
TOTAL		2479.0	2503.7	2473.8	2445.4	
Source: JAA Calculations, Beverage Marketing Corporation; Florida Dep						

Exhibit 12. Estimated Volume by Distribution Channel; expressed in % terms

Dist. Channel	1999	2000	2001	2002	1999-2002 % Var.
Food Service					
Schools	1.5%	1.5%	1.5%	1.6%	0.1%
Colleges/Univ.	0.4%	0.4%	0.5%	0.5%	0.0%
Healthcare	0.8%	0.8%	0.9%	0.9%	0.1%
Business/Industry	0.6%	0.6%	0.6%	0.5%	0.0%
Sub-total	3.3%	3.3%	3.4%	3.5%	0.2%
Restaurant/On-Premise					
Casual Dining	4.0%	4.1%	4.1%	4.2%	0.1%
Fast Food	3.5%	3.5%	3.5%	3.6%	0.1%
Formal Dining	1.4%	1.4%	1.3%	1.3%	-0.1%
Deli	1.2%	1.2%	1.2%	1.2%	0.0%
Sub-total	10.2%	10.1%	10.2%	10.3%	0.2%
Off-Premise					
Food Stores	61.4%	61.4%	60.3%	59.5%	-1.9%
Convenience Stores	12.4%	12.1%	12.3%	12.6%	0.2%
Mass Merchandisers	3.9%	4.2%	4.6%	4.8%	0.9%
Club Stores	3.9%	3.9%	4.1%	4.1%	0.2%
Vending	2.9%	3.0%	3.1%	3.1%	0.2%
Drug	1.5%	1.5%	1.4%	1.4%	0.0%
Other	0.5%	0.6%	0.6%	0.7%	0.1%
Subtotal	86.6%	86.6%	86.3%	86.2%	-0.4%
TOTAL	100%	100.0%	100.0%	100.0%	

Source: JAA Calculations, Beverage Marketing Corporation; Florida Depart

What follows is a brief description of how fruit juices are sold in the main type of distribution channel.

Food stores/Supermarkets

Among all retail outlets that sell fruit juice products, supermarkets have the largest assortment and display. The number of stock-keeping units (SKUs) and space devoted to them vary depending on the size of each supermarket, but most supermarkets sell fruit juice products in a minimum of three different sections, according to storage method: refrigerated, shelf-stable bottled, and frozen.

Vending Machines

Throughout the 1990s, fruit juice product sales experienced rapid growth through vending machines. Three basic types of vending machines offer fruit juice products: "dedicated" machines, non-dedicated beverage machines, and all-purpose machines.

- "Dedicated" vending machines sell only fruit juice products. Fruit juice products dispensed by dedicated machines come in single-serve bottles (often glass, but increasingly plastic) or 11.5- to 12-ounce aluminum cans.

- Non-dedicated vending machines sell not only fruit juice products, but also other beverages, typically soft drinks. Like dedicated machines, non-dedicated machines vend products in single-serve bottles or aluminum cans.

- All-purpose vending machines offer a wide variety of fresh foods and beverages, including not only fruit juice products, but also sandwiches and milk. All-purpose vending machines are associated with foodservice and are widely used in factories, office complexes, colleges, hospitals, and universities.

Convenience Stores

Industry commentators classify convenience stores into two types: 1) "petroleum operators" or "gstores," which are owned by petroleum marketers, and 2) "traditional operators," which are not owned by petroleum operators. Building sizes typically range from 1,500 to 2,500 square feet. Convenience stores usually extend their hours of operation, often staying open 24 hours a day, seven days a week.

Convenience stores display single-serve bottles and cans—which constitute the bulk of their fruit juice product sales—in glass-fronted refrigerator cases. Although most of these single-serve fruit juice products are shelf-stable, convenience stores chill them for immediate consumption. Many marketers produce refrigerated beverages in single-serve sizes specifically for convenience stores. Coca-Cola and PepsiCo each supply small proprietary coolers for the direct store delivery channel, expecting convenience stores to stock the coolers with their products exclusively. Convenience stores tend to sort single-serve fruit juice products by brand, placing all Snapple products together, all Minute Maid products together, and so forth. In addition to offering single-serve sizes, convenience stores offer larger sizes of fruit juice products on shelves with other shelf-stable food.

Mass Merchandisers

Among the major retail outlets that sell fruit juice products, mass merchandisers consistently offer the lowest prices. Large mass merchandisers often maintain as complete a selection of fruit juice products as supermarkets. A long aisle typically displays glass and PET bottles, cans, aseptic drink boxes, 64-ounce and one-gallon sizes, as well as multi-packs of aseptic boxes or 8.0- and 11.5-ounce cans. The greatest distinction between mass merchandisers and supermarkets is that refrigerated and frozen concentrate fruit juice products do not play a significant role in mass-merchandiser sales. However, some mass merchandisers have coolers for chilled single-serve beverages.

Drugstores

Drugstores' selection of fruit juice products is much smaller than that of supermarkets or mass merchandisers. Moreover, drugstores tend to limit their selection of fruit juice products to one or two major brands per segment. Drugstore pricing is also higher than pricing in supermarkets or mass merchandisers. Large drugstores stock fruit juice products in the beverage aisle, which is usually a considerable distance from the pharmacy. Additionally, some drugstores feature coolers that store chilled single-serve beverages.

Foodservice

It appears that the vast majority of juices handled by foodservice suppliers are not tropical. There are many exceptions to this; for example, Salvadoran and some other restaurants throughout the U.S. buy concentrate of tamarind and other tropical fruits to make the beverages they serve. We also found some purchasing of pulps and concentrates by health clubs and smoothie bars.

At the International Restaurant & Foodservice Show in New York we spoke with a number of companies that supply food service establishments. The following is a summary of our conversations:

- Ambassador Find Foods, Inc., Clifton, New Jersey. They supply imported mango concentrate under the name, "Les Vergers Boiron."

- ElMeco-USA, Hackensack, New Jersey. They supply beverage mixing machines as well as concentrates. Their flavors include mango, piña colada and strawberry-banana.

- American Beverage Marketers, Overland Park, Kansas. Their product line includes banana puree, mango puree and passion fruit puree to be used as cocktail mixes.

- Island Soda Systems, Holtsville, New York. Their products include shelf-stable pineapple juice in 3 gallon bag-in box containers as well as banana, mango and piña colada flavor concentrates, packed in half gallon plastic bottles.

- Tropical Paradise, Inc., Ronkonkoma, New York. They supply granita machines as well as fruit juice and juice blends in several flavors including piña colada, banana split, strawberry-banana and banana.

- Shasta Sales Inc., Columbia, South Carolina. They sell canned fruit drink and punch to restaurants and other sales outlets. Their flavors include Tropical Fruit Punch and Kiwi Strawberry. The packing is 24 11.5 ounce cans per case and 100 cases per pallet.

- Cibo Specialty Foods, Staten Island, New York. This company supplies frozen fruit purees including banana, coconut, mango, passion fruit, papaya and kiwi. The packaging is in 1-liter boxes, 6 per case.

- RC Fine Foods, Belle Mead, New Jersey. This high quality firm has a broad product line that includes dessert sauce mixes. Two of the flavors are mango and pineapple. A 9-ounce package makes 16 ounces of sauce.

- Lemon-X Corporation, Huntington, New York. Lemon-X markets bag-in-box fruit juices, juice drinks, new age beverages, hydration beverages, sugar free beverage beverages, low calorie beverages and cocktail mixes. Several of these include tropical flavors.

Note that the products of these companies include both single juice and juice blend products.

We also spoke with persons from Restaurant Depot, which is essentially a cash-and-carry supplier to restaurants with seven supply centers in the New York – New Jersey area. Their product line includes, for example, pineapple juice in 64-ounce cans.

Profits and Margins

Overall, the retail margins of fruit juice products tend to be lower than average, with frozen concentrates having the lowest margins. In its Consumer Expenditures Study, Supermarket Business (September 2000) reports that at 26.7%, retail margins for frozen fruit juice concentrates in supermarkets are significantly lower than the 35.9% supermarket margins for total perishables. The average retail margin for frozen fruit drinks, 28.7%, is slightly higher than that for frozen fruit juice concentrates, as is the 29.6% margin for refrigerated fruit juice products. The average retail margin for bottled, aseptic, and canned juices and drinks overall is closer to, though still less than, the average retail margin for dry grocery (food) overall: 23.1% and 25.1%, respectively.

The markup on tropical juices varies with the type of middleman and the volume. According to a consultant who works with juices, the exporter normally receives about 1/3 of the U.S. retain price.

Based on this and other information, we have constructed the following approximate "value chain" for a product that is sold in a small grocery store for $0.69:

- Retail price, $0.69

- Less 35% retail markup = Distributor price, $0.45

- Less 30% importer/distributor markup = Landed cost, $0.315

- Less $0.8 for shipping = FOB/vessel price, $0.235

Note that the marketing channel outlined above includes only two intermediaries. Producers in El Salvador should think in terms of the retail price point at which their products can sell and then look for effective, low cost distribution channels. In the absence of Customs duties the price the producer will receive is the retail price point less the costs of shipping, distribution and, if any is done, promotion.

Retail Private Label

Accounting for 19% of fruit product sales through supermarkets in 2000, private- label brands are, collectively, the largest shareholder of the **overall fruit products market**. These Private-label brands make their strongest showing in the packaged fruit market category: in 2000, private-label brands generated 29% of supermarket sales of packaged fruit. In the **fruit juice products market category, private label accounted for 17% of supermarket sales in 2000,** while in the fruit confectionary market category, it accounted for 15%.

However, our survey revealed that **most retail private label lines of juices offer mainstream flavors** such as orange, apple, tomato, grapefruit. Indeed, in all stores visited, we only found two private label brands that featuring tropical juices.[5] Furthermore, through interviews we learned that although some private label managers have been thinking of including tropical flavors in their juice line-ups**, the business is likely to go to the current trusted, US-based juice manufacturer** that currently produces their private label juice line.

Sport Vendors

Interviews with leading companies[6] operating concession stands in sports arenas and stadiums revealed that sports stadiums sales of juices are low. According to executives of these companies**, people mainly want beer and soda**.

In concession stands, the number of items is severely limited, so they stock only proven sellers. Thus, **a typical concession stand might stock apple/orange juice, and perhaps a juice drink of a well known brand**. The executives also expressed that they had not considered adding tropical juices to their offerings and would be reluctant to do so.

Juice /Smoothie Stands

Defined as fruity and creamy beverages, with their appeal often in the fact of being made with the freshest ingredients, sales of smoothies expanded rapidly during 1996-99,

[5] This were Safeway's Von's, which had pineapple juice, fruit punch, and pineapple-orange-banana in its juice line-up; and **Trader Darwin's** (of Trader Joe's), with 6 flavors; some including pineapple, banana, mango, and coconut juice.
[6] The companies interviewed were Aramak Corporation and Delaware North.

moving beyond their original core market of fit and health-conscious young adults to become much more ubiquitous. Growth slowed in 2000-02, during which time the industry consolidated and set the stage for future expansion.

Smoothies continue to appeal more to the young, urban, and upwardly mobile, but their prevalence in venues from ice cream shops to malls and casual dining establishments has given them a more mainstream feel. Smoothies are widely perceived by consumers as offering numerous benefits, including health, nutrition, taste, and being part of an active lifestyle. They continue to be consumed mainly away from home, but ready-to-drink (RTD) smoothies are beginning to make small inroads among demanding consumers who have high expectations based on what is available in the made-to-order market. The smoothie experience is difficult to replicate in a bottle or can, but those that succeed will be able to deliver an all-in-one alternative to soda, juice, and many snacks-and some company's believe that consumers are ready for them.

Smoothies became a billion-dollar market in 2002, and ended 2003 with $1.2 billion in sales. A forecast by Mintel expects **this industry annual growth to be between 6-8% for 2004-08,** as convenience-driven, health-conscious and/or better-for-you motivated consumers continue to look for fun, portable, tasty, and healthy meal and snack alternatives. The three smoothie stand chains the consultants interviewed reported aggressive expansion plans, with one of them expecting to grow the number of stands by the end of the current year.

The extent of the **demand for tropical fruit juices and concentrates** stemming from smoothie stands **differs widely**, since some of them prepare their products exclusively from fresh fruit, while others do import concentrates and juice in bulk, which they combine with fresh fruit to prepare them.

The leading smoothie chain, with $100 million USD in sales in 2003 (about 10% of the overall market), reported that they purchased from brokers imported **mango, pineapple, and passion fruit frozen concentrates**. In the future, they see very difficult to introduce flavors from other tropical fruits, since they are very difficult to sell to an uneducated American consumer. Certain fruits are only known to Hispanic or Asian consumers, so these products will need to be targeted to them and they currently don't envision doing that in the near-term.

Another regional smoothie stand chain (though growing to become national) revealed that they had plans to **introduce private label take-home smoothies, to be sold in refrigerators in their smoothie stands.**

V. OVERALL MARKET TRENDS

Flavor and Storage Method

When segmented by flavor, orange juice has, intuitively, the largest share of US Supermarket sales. In the year 2000, it accounted for 41.1% of them, as shown in Exhibit 13. In that year, orange juice was followed by fruit drinks (18.5%); cranberry (9.6); and apple (8.0%). Fruit Juice blends accounted for 6.3%, and constitutes the segment with highest growth in recent years, as will be discussed later.

Exhibit 13. Share of US Supermarket Sales of Fruit Juice Products by Flavor, 2000.[7]

Flavor	% of US Market Sales
Orange	41.1
Fruit Drink	18.5
Cranberry	9.6
Apple	8.0
Fruit Juice Blend	6.3
Grapefruit	3.9
Tomato/Vegetable	3.2
Lemonade	2.9
Grape	2.8
Other	3.8

Packaging and storage methods make up a dynamic aspect of the fruit juice products market. When segmented by storage method, **refrigerated juice has the most sales.** As shown in Exhibit 14, it moved from 39.6% in 1998 to 42.8% of supermarket sales in 2000. **Shelf-stable bottled fruit juice products, the second-largest segment,** held fairly steady at 31.8% in 2000. Trailing in category share as of 2000 were frozen concentrates (9.3%), aseptic juice products (7.1%), and canned juices (6.6%). Consumer demand for convenience explains the continuing **decline in share for frozen fruit juice concentrates**, down from 11.7% in 1998 to 9.3% in 2000, and also help explain why **aseptics overtook canned juices** in sales over this period.

Exhibit 14: Share of US Supermarket Sales of Fruit Juice by Storage Method; 1998 vs. 2000

[7] Published by Packaged Facts based on IRI Data. The estimates are based on sales of refrigerated, shelf-stable bottled, and/or frozen concentrates only.

Storage Method	1998	2000	1998 vs.2000
Refrigerated	39.6%	42.8%	3.2%
Shelf-Stable Bottled	31.9%	31.8%	-0.1%
Frozen Concentrate	11.7%	9.3%	-2.4%
Aseptic	6.4%	7.1%	0.7%
Canned	7.8%	6.6%	-1.2%
Frozen Fruit Juice Bar	1.3%	1.3%	0.0%
Shelf-Stable Liquid Concentrate	1.4%	1.0%	-0.4%
Total	100%	100%	

Source: Packaged Facts, IRI, InfoScan Review

Like frozen concentrates, canned products have experienced declining sales in supermarkets while convenient refrigerated and aseptic juices have posted gains. Canned juice products registered $678 million in supermarket sales in 2000, down 5.0% from $714 million in 1999 and 17.8% from $825 million in 1996.

Sales of frozen fruit juice concentrates, the third-largest storage method segment of the fruit juice products market, have decreased steadily as consumers turn to fresh, refrigerated juices. With supermarket sales declines in the 10% range for 1997, 1998, and 2000, the dollar volume for the segment has fallen from $1,340 million in 1996 to $948 million in 2000.

In spite of these trends, it is worth emphasizing that **our regional survey did not identify any imported refrigerated juices.** A store manager told the surveyors in NY that in the past imported refrigerated juices were offered, but they were discontinued because they were too expensive and therefore did not sell well.

Additionally, even though the overall trend in all fruit juice frozen concentrates is negative, there **appears to be a good market for frozen concentrates and pulp of tropical juices.** The main buyers are persons of Latin American descent to make juices at home, restaurant owners to offer on-premise *-batidos, jugos and licuados-*, and others who want to make juices rather than buy them already made, like health clubs.

Most of the examples we found are packaged in approximately 14-ounce flat bags of heavy gauge plastic. We found these only in ethnic grocery stores, not in mainstream supermarkets or other locations.

Leading Brands

According to Beverage Marketing Corporation, the top brands in the overall US Market for fruit juices, based on 2002 sales, are Minute Maid and Tropicana Pure Premium, with a 12.9% and an 11.3% market share respectively. Other important brands, as detailed in the Exhibit 10 are Ocean Spray, Welch's, Hi-C, Florida's Natural, Sunny D. and Hawaiian Punch.

Exhibit 15. Leading Brands, 2002

Brand	Share of Sales (%)
Minute Maid	12.9
Tropicana Pure Premium	11.3
Ocean Spray	6.5
Welch's	4.4
Minute Maid Single Serve	3.0
Hi-C	2.8
Florida's Natural	2.7
Sunny D	2.7
Hawaiian Punch	2.6
Tropicana's Season Best	1.9
All Others	49.1

Source: Beverage Marketing Corporation

Demand for Convenience and the Single-serve package

Contemporary Americans spend more time working than Americans at any other time in the twentieth century. As a result, Americans increasingly feel the pressures of time. Too fast a pace and too little time create a hurried consumer who is willing to pay extra for convenience.

The desire for convenience has made itself felt in retailing. Day-long shopping trips are giving way to quick buy-and-go excursions. Consequently, consumers are, according to the U.S. Department of Commerce, turning away from super regional malls to smaller community shopping centers or, to a somewhat lesser degree, to neighborhood strip shopping centers. Americans are even spending less time shopping in supermarkets: the average minutes per trip had decreased from 60 in 1988 to 23 in the late 1990s.

After consumers return home from the supermarket, they want to prepare food quickly. The rise of single-serve packaging reflects consumer demand for quick and easy food. Similarly, decreasing sales of frozen juice concentrates and increasing sales of refrigerated and bottled fruit juice products indicate consumers' preoccupation with ease of preparation. Thawing and reconstituting frozen juice concentrates proves to take too much time for many consumers, but the convenience of single-serve and chilled, ready-to-serve products compels consumers to purchase many fruit juice products.

Activity in the single-serve segment is driving growth in the fruit products market for several reasons. First, single-serve products allow an increasing number of consumers to choose fruit products over other foods and beverages in vending machines, convenience stores, and other retail outlets, especially as on-the-go consumers look for healthful alternatives to soft drinks and junk food.

Second, single-serve packaging allows consumers to try various fruit products, and these consumers may, in turn, repurchase those products in larger packages at the supermarket. Third, marketers of children's fruit products are more likely to compete in the single serve arena than with any other storage method. **In short, single-serve packaging allows marketers to meet consumer demand for fruit products in innovative ways.**

Use of nutraceuticals and exotic ingredients

Switching from a carbonated soft drink to a fruit juice is an easy way to increase one's nutrition. For some time now, fruit juice marketers are catering to consumer interest in nutrition by boosting the nutritional content and promoting the health benefits of their products. Eager to ride the fortification wave, most fruit juice product marketers are fortifying their products with calcium. Marketers also continue to include other nutraceuticals (ingredients for which a marketer can make nutritional claims) in new products.

Such a nutritious approach is wise. In a survey conducted by Mintel, the majority of respondents (73%) regard a **juice's nutritional value as the most important factor** in their determination of which juice to buy. Indeed, 61% of respondents to Mintel said they only buy juices designated as "100% juice." **Households with children were more likely to purchase grape, fruit punch, mixed blends and tropical juice flavors.** However, almost 60% of respondents cited they were concerned about the sugar content of juices. Younger children have a clear preference for sweeter flavors, although those tastes change as they enter their teen years.

Calcium and nutraceuticals may appeal to consumers who are interested in health, but other ingredients appeal directly to their interest in the exotic. Consequently, many fruit juice product marketers are including extraordinary ingredients in their new products. For example, California Day-Fresh offers several unusual varieties of its Naked Superfood line: Mojave Magic includes juices from three cacti, whereas its Tidal Wave includes juices from six sea vegetables. Another unique product comes from Fresh Samantha, newly acquired by Odwalla: It Ain't Being Green, which contains spirulina, a green water alga that contains beta-carotene and protein.

Although New Age marketers are the most likely to fortify their fruit juice products with such exotic nutraceuticals as echinacea and ginseng, most mass marketers are fortifying their fruit juice products with at least extra vitamin C and calcium.

Juices become an all-day beverage

The rise of New Age beverages has helped to transform fruit juice from a breakfast-only beverage to an all-day beverage. First marketed by small, innovative companies, New Age beverages consisted initially of ready-to-drink "natural," fruit-based teas. However, the number of fruit juice-based New Age beverages began to increase during the 1990s as the market for New Age teas seemed tapped out. New Age juice-based drinks have fueled the growth of other juice-based drinks as new product ideas have trickled down from innovative, alternative marketers to conservative, mass-market marketers. Furthermore, the advent of New Age has helped juice-based beverages to penetrate direct store delivery outlets and to expand into extra-profitable single-serve packaging.

Premium prices for 100% fruit juice and New Age beverages

The emergence of premium-priced fruit juice products has driven sales in the fruit juice products market. New Age fruit juice products are often fortified with high-cost specialty ingredients. Moreover, New Age beverages tend to come in glass packaging with glitzy labeling. Other premium fruit juice products include 1**00% juices, which tend to cost more than fruit drinks**. **Consumers are especially willing to pay more for fruit juice products that promise specific extra benefits than for ordinary products.**

Blending

Increasingly, juice manufacturers find different combinations of two or more juice flavors a route to success. Companies are continually experimenting with new blends. Some even have experimented with vegetable juice combinations. **Last year, 3,984 new beverages found their way into U.S. stores, up from 3,584 in the prior year, according to Marketing Intelligence Service of Naples, N.Y.** According to some estimates, about two-thirds of these entrants fail.

The 100% fruit juice segment of the fruit juice products market has grown at a faster rate than the fruit drink segment because consumers perceive fruit juice as more healthful. To capture consumer interest further, fruit juice marketers continually introduce new 100% fruit juice products. In the opinion of most marketing executives, heavy juice consumers love variety. **Exotic flavor blends, such as those that contain mango and passion fruit, particularly appeal to consumers.**[8]

Fruit juice blends posted supermarket sales of $540 million in 2000, reflecting three consecutive years of double-digit growth. For the 1996-2000 period, t**he fruit juice blend segment registered a compound annual growth rate of 9.5%,** nearly tripling the 3.5% rate for sales of fruit juice products overall.

[8] "The US Market for Fruit Juice Products, 2001", Packaged Facts.

Exhibit 16. US Supermarket Sales of Fruit Juice Blends, 1996-2000[9]

Millions of Dollars

YEAR	VOLUME	% Change
2000	$ 540	11.3
1999	$ 485	15.8
1998	$419	12.0
1997	$374	-0.3
1996	$375	------

Source: Packaged Facts, IRI, Infoscan Review

The trend towards blending was also reflected in fruit juices imports trends, as fruit juice blends have been also gaining share among juices imported to the US in recent years. Also noteworthy is heightened consumer interest in **fruit and vegetable juice blends**, following the success of Campbell Soup's V8 Splash. Apparently, though, mainstream marketers are not competing with Campbell's, while New Age marketers are. **Carrot blends are especially popular**. California Day-Fresh; Ferolito, Vultaggio & Sons; Hansen Natural Corp.; Nantucket Allserve; Odwalla; Snapple Beverage Group; and South Beach Beverage Company have all introduced carrot-juice-based products in recent years.

During our five-city survey, which results are detailed in the next chapter, we found **29 different blends** offered composed of at least one tropical fruit juice (this figure excludes blends that included 4 or more juices). By far the **most popular blend is strawberry-banana**, which is not only offered by the most number of producers, but was also mentioned as a best seller by several people interviewed, including executives forom smoothie chains. Strawberry-kiwi was also offered by many different producers, and mentioned in interviews. What follows is the full list of the blends found, in no particular other.

List of Blends found in the Regional Market Survey

Banana-strawberry
Banana-strawberry-orange
Banana-mango-guava
Banana-pineapple
Banana-carrot-orange
Guava-passion fruit
Guava-pineapple
Guava-pineapple-orange
Kiwi-strawberry

[9] Estimates based on sales of refrigerated, shelf-stable bottled, and frozen concentrate only.

Kiwi-orange-passion fruit
Mango-banana-passion fruit
Mango-pineapple
Mango-pineapple-orange
Mango-pineapple-guava
Mango-orange
Mango-orange-passion fruit
Mango-peach
Mango-peach-orange
Mango-passion fruit
Mango-pomegranate
Papaya-pineapple
Papaya-pineapple-guava
Passion fruit-apple-carrot
Pineapple-mango-guava
Pineapple-coconut
Pineapple-grape
Pineapple-orange
Pineapple-passion fruit
Pineapple-peach

Product Packaging

Fruit juices and drinks are packaged in gabletop cardboard cartons, glass, plastic, PET (polyethylene terephthalate), metal cans, and aseptic paper drink boxes. Although fruit juice products are available in all packaging types, package forms and sizes are generally associated with product positioning, and tend therefore to be associated with particular product categories, segments, and retail venues.

Most of the refrigerated 100% fruit juice sold in supermarkets comes in gabletop cardboard containers in quart and half-gallon sizes. Gabletops are also widely used for refrigerated juice-based drinks and juice cocktails sold in supermarkets. An increasingly popular variation of the gabletop includes a re-closeable plastic screw cap set in one of the slopes of the gabletop lid. This welcome addition allows consumers who are short of refrigerator space to store opened containers on their sides. To provide freshness and tamper-resistance, such containers feature a seal under the screw cap, either a tabbed piece of flexible, paper-thin plastic, or a plastic inner ring that the consumer pulls off when first opening the product.

PET plastic containers (clear, recyclable containers with or without molded handles) are making steady inroads in all fruit juice product segments and retail outlets.

Consumer preferences also contribute to the growth of PET. On the one hand, many consumers prefer PET to cans because they perceive canned fruit juice products as inferior to fruit juice products in other packaging. On the other hand, many consumers prefer PET to bottles because PET is convenient, portable, and unbreakable. For these reasons, PET is gradually replacing glass within the single-serve segment of the fruit juice products market.

In convenience stores, where drinks are largely an impulse purchase, most fruit juices and drinks are available in single-serve glass containers with metal twist-off lids. Wide-mouth lids are the most common, but some leading marketers present their single-serves with small neck bottles. A single-serve glass bottle may contain 10, 16, or 20 ounces. The 16-ounce size is the industry standard for fruit juices and drinks and New Age beverages, but there is a trend toward larger sizes.

However, **consumers tend to associate glass with quality** and some tend to place a higher value on beverages in glass bottles. This bias allows glass to continue competing against PET in the single-serve refrigerated segment of the fruit juice products market. The recyclability of glass also appeals to fruit juice product consumers who are health and environmentally conscious.

Aseptic paper boxes—the "drink box" or "paper bottle"—first won Food and Drug Administration (FDA) approval in 1981. Since then, aseptic boxes have been competing successfully against cans and bottles in the fruit juices and drinks market. The standard aseptic box contains 8.45 ounces or 250 milliliters of liquid and includes a small drinking straw that consumers insert at a designated puncture point. Larger aseptic boxes have a pull-tab so that consumers can pour or easily drink the beverage.

Aseptic juice products posted $724 million in supermarket sales in 2000, up from $645 million in 1999. Aseptic fruit juice products steadily gained momentum over the previous five-year period, with annual growth rising from 2.9% in 1997 to 12.2% in 2000, for a compound annual growth rate of 7.3%. As aseptic sales have steadily gained and canned sales have steadily decreased, aseptics have surpassed canned to become the fourth-largest segment of the fruit juice products market by storage method. Although cans and aseptic drink boxes are both shelf-stable, aseptic drink boxes are easier to open and dispose of than cans. Furthermore, consumers tend to regard aseptic fruit juice products as higher quality and more up-to-date than canned products.

Finally, many marketers continue to introduce single-serve aseptic juices designed for children. Such aseptic children's products appeal to parents who want to provide easy-to use alternatives to soft drinks for their children.

Organic Juices

With their claims of no preservatives or pesticides, **organic juices also claim to be good for you, which is why they have been growing in popularity.** Industry executives reported in interviews that the market is growing, and that prospects of organic juices are better than it used to be. More suppliers are being found, and sales are increasing. However, some mentioned that supply is still erratic, so buyers are looking for consistent, reliable suppliers. **Distribution is more fragmented** than for conventional juices, and there are **markets for relatively smaller volumes.**

The **organic premium at the retail level was found to be of around 17-18%.**[10]

Our regional survey, as expected, found much less variety was of organic tropical juices as opposed to conventional juices. The following flavors and brands were found:

Pineapple, Mango (Lakewood Brand);
Pineapple (RW Knudsen);
Papaya; Orange-Mango (Santa Cruz),
Peach-Mango (Apple & Eve).
Mango (Trader's Joe)
Mango-Lemonade (Trader's Joe)

One company executive expressed that both per quantity demanded and recent year growth, **pineapple and mango** are the main tropical fruit juices of the organic variety. His company currently purchases organic mango juice from the Magdalena River, Colombia. Additionally, he expressed that they have had **trouble sourcing organic pineapple juice**. They have been sourcing from China but the taste and quality is not very good.

Kosher Juices

Some brands of juice were found to be certified Kosher and are stocked in major supermarkets as well as in stores that appeal to Jewish consumers. They are certified by specialized organizations such as the Orthodox Union.

Kosher certification opens a new market segment, of consumers who insist on this feature in a product. It is expensive, however, both for the initial certification and for the required annual renewals. Also, it does not seem to be important for products sold in stores that appeal to Latin American customers.

Advertising and Promotion

According to Packaged Facts, traceable advertising expenditures to support fruit juice products reached $255 million in 2000, up 5% from 1999. Nine marketers each spent more than $1 million in advertising. In order of expenditures, the leading advertising in 2000 was PepsiCo, Coca-Cola, Campbell Soup Company, Procter & Gamble, Ocean

[10] Calculated by the price differential of a 64-ounce bottle of Mango juice certified organic with the price of a conventional bottle of mango juice of the same size, brand, and in the same store.

Spray Cranberries, Welch Foods, Florida's Natural Growers, Philip Morris/Kraft, and Nestlé USA.

Most major fruit juice products marketers have websites devoted to their company or to their brands. Typically, however, product websites do not allow online purchasing; instead, their thrust is purely promotional, with games, recipes, and other consumer information.

Brand image is crucial in the fruit juice products market. Many of the brands in this market are very old, and their names—Ocean Spray, Welch's, and Minute Maid—are among the most-recognized in American marketing. When advertising their fruit juice products, most marketers are careful to preserve the equity of their brands. Advertising for such brands as Ocean Spray, Welch's, and Minute Maid therefore prominently features product images and labeling.

Marketers of 100% fruit juice products clearly state juice content in their advertising. As sales of 100% fruit juices continue to outpace sales of fruit drinks, marketers of 100% fruit juice products are likely to continue to feature the juice content of their products prominently in the advertising.

To catch the attention of consumers who are interested in vitamin- or calcium fortified products, fruit juice product marketers make nutritional claims in their advertising.

Additionally, fruit juice product **marketers routinely highlight significant new types of packaging** in their advertising. Cadbury Schweppes advertising for Hawaiian Punch announces new "easy-grip" 46-, 64-, and 128-ounce bottles; the tagline reads, "new package, same great taste!" PepsiCo advertisements for Tropicana Twisters feature a photograph of the unique PET bottle that looks as if it has been twisted; the tagline reads, "Twisted & proud of it!" Marketers are especially likely to feature packaging in their advertisements for aseptic, children's products. For example, Coca-Cola uses advertising featuring images of its easy-to-open pouches of Minute Maid All Natural Coolers or Hi-C Blast. The Kraft Foods Division of the Philip Morris Companies advertises its new Tang pouches similarly.

Appealing to consumer interest in convenience, fruit juice marketers are stressing that their fruit juice and fruit drink concentrates are easy to use. Welch Foods has begun to package frozen fruit juice concentrates in new plastic cans that it advertises as "microwaveable!" so that the product "thaws in seconds!"

In the stores visited we looked for examples of sales promotion for tropical juices but did not find them. There were no “shelf talkers,” hanging signs, free samples or other promotional techniques. We heard, however, that sampling of pure imported juices was sometimes done in Costco stores.

There was clearly intense competition for shelf space. Goya products were usually seen at or near eye level, while other brands were often on high or low shelves. Major companies with several flavors of pure juice, drink or blends had the most facings and therefore the best chance of attracting the consumers.

Low-carb mania

Perhaps the most damaging blow to juices has been the popularity of low carbohydrate diets. It is believed that anywhere between 30 -40 million consumers are low-carb dieters, as the popularity of Atkins, South Beach, and other diets has increased. The juice industry has had a hard time in the past year because low-carb diets tell people not to drink juice.

Most juices have 120 calories and about 30 carbohydrates per serving. Companies such as **Old Orchard, Veryfine Products, Minute Maid, Tropicana, Welch's and Ocean Spray,** started selling light or low-carb versions of their juices, with each serving containing about significantly less carbohydrates. These companies expect these products to be popular not only with low-carb dieters, but also with consumers concerned about sugar.

Recognizing that it is hard to mimic the taste of 100 percent juice, many company's R&D efforts are looking at every single product, **changing 100 percent juice to cocktails** and finding the right mix of juice percentage to give the best taste with the lowest calories. A drawback of low-carb juice, however, is that when the juice is diluted, the nutrition benefits are diluted as well. So, more fortification can be expected.

VI. Regional Markets Analysis

The ways in which we collected primary data have been explained in the section of this report on methodology. The results were very informative and varied considerably among the areas studied.

Los Angeles, California

Brief Profile of the Market: Los Angeles has about 8% of the total U.S. population, or about 23 million people. Nearly 9 million of these are Hispanics, the vast majority from Mexico. The city has 7.1% of total food store sales, 5.1% of the food stores, 6.8% of the supermarkets and 4.3% of the convenience stores.

Stores Visited: The surveyor visited the following stores:

- 7 Eleven convenience store, Tijunga, CA
- Acapulco Mexican Restaurant y Cantina, Pasadena
- Chaya Brassiere (Upscale Restaurant), Beverly Hills
- Costco Los Angeles
- Easton Gym, Los Angeles
- LA Brea Market (Ethnic - Jewish), Los Angeles
- Pavillion (Von's/Safeway) (chain supermarket) Monrovia
- Trader Joe's (chain supermarket-natural food store), Monrovia
- V.P. Discount Health Foods store, Los Angeles
- Wal-Mart (mass merchandise store), Glendora

Brands Identified: In Los Angeles the surveyors found 36 brands of juices. These are shown in a summary table at the end of this section of the report.

We found very few imported juices in Los Angeles; however, there are surely others available in the Mexican "bodegas" that were not visited. We believe the following were imported, packaged for sale to the consumer:

- Alpina, Colombia (mango drink and guava drink)
- Philippines (mango drink)
- Trader Darwin's (smoothies, several flavors)
- Wow!, Brazil (mango nectar and guava nectar)

Apparent Preferences: The predominant kind of juice product found in the Los Angeles market was "drink." Products labeled "nectar" were counted in this category. The juices and/or purees most commonly found were pineapple, mango and banana, and the most common type of packaging was the plastic bottles of various sizes.

In our brief price comparison, Los Angeles was just over the average of the five areas. The surveyor found five brands of Kosher juice and one brand of organic juice. The reason for the large number of Kosher juices is that the ethnic store she visited specialized in Jewish food.

The information given above is summarized in a chart toward the end of this section of the report.

Comments: The surveyor found a large number of juice products in the supermarket she visited, but nearly all were made in the USA. The Wal-Mart store had a disappointingly small selection.

Houston, Texas

Brief Profile of the Market: Houston has about 2.1% of the total U.S. population or about 6 million people. About 1.6 million of these are Hispanics, the vast majority from Mexico. The city has 2.2% of U.S. food store sales, 2.6% of the food stores, 1.8% of the supermarkets and 2.9% of the convenience stores.

Stores Visited: The surveyor in Houston visited the following stores:

- Beso (upscale restaurant)
- Fiesta Mart
- Katz’s Deli
- Kick Sport Intown Fitness
- La Mexicana restaurant
- Sunny Food Store
- Sunrise Food Store
- Wal-Mart
- Whole Foods

Brands Identified: In Houston the surveyor found 30 brands of juices, many of them imported. They are shown in a summary table at the end of this section of the report.

It appears that the following brands found in Houston were imported, packaged for sale to the consumer:

- Bomy, Taiwan (guava, pineapple and passion fruit beverages)
- Brazil Gourmet, Brazil (mango, passion fruit, cashew fruit, pineapple-guanábana and guava beverages)
- Ceres, South Africa (juices and drink of various fruits)
- Defrescura, Colombia (mango drink)
- Del Valle, México (drink of guava and other juices

- DuCoco, Brazil (coconut drink)
- Fiesta, México (drink blend)
- Jumex, México (fruit beverage in various flavors)
- Tucansito, country not recorded, juice drink in various flavors

Apparent Preferences: In Houston blends were much more common than single-juice products, both in "drinks" and in pure juice blends. The most common juices wee clearly pineapple and mango. All types of packaging were in abundance, especially metal cans, glass bottles and plastic bottles.

The one product for which we compared prices had the same price tag in Houston as in Los Angeles, slightly above the U.S. average. The surveyor found 6 brands of organic beverages – more than in any of the other cities.

The information given above is summarized in a chart toward the end of this section of the report.

Comments: The owner of the upscale restaurant reported wanting to buy tropical fruit pulp in 100-gram packages, both natural and with sugar added. He said the flavor most in demand was mango.

The surveyor visited various fitness clubs and found that they made their own "high power" beverages, mostly from orange juice and fresh fruit. He visited several delicatessens but found only one that sold tropical fruit juices.

New York, New York

Brief Profile of the Market: In New York there are about 19.2 million people or about 6.7% of the U.S. population. Approximately 3.7 million of these are Hispanic, from a wide variety of nationalities. The city accounts for 5.2% of the nation's food store sales, 4.2% of its food stores, 5.6% of its supermarkets and 3.1% of its convenience stores.

Stores Visited: Two persons did research in New York, and a relatively large number of stores, 21, were visited. These were:

- America España Deli, Queens
- Arunee (Thai restaurant), Queens
- Associated Store (ethnic supermarket), Queens
- Calle Ocho (upscale restaurant), Manhattan
- Cositas Ricas (restaurant), Queens
- De la Rosa Grocery, Queens
- Deli & Grocery, Queens
- Ernst Klein and Company (international supermarket), Manhattan
- Fairway Supermarket, Manhattan

- Gristedes (supermarket), Manhattan
- Hong Kong Supermarket, Queens
- Jugos Naturales (juice bar), Queens
- La Fonda (restaurant), Queens
- Laureles (restaurant) Queens
- Los Paisanos (imported goods store), Queens
- Los Paisanos (restaurant), Queens
- Majestic Deli, Manhattan
- Salud para la Vida (juice bar), Queens
- Trade Fair (ethnic supermarket), Queens
- Westerly (health food store), Manhattan
- Whole Foods, Manhattan

Brands Identified: We found approximately 47 different brands of juice products in the 21 establishments visited. These are shown in a summary table at the end of this section of this report.

Several of the brands identified appear to have been imported, as follows:

- Alpina, Colombia (drink in various tropical flavors)
- Ceres, South Africa (single-strength juice and juice blends)
- Deer, Pakistan (mango juice and drink)
- DuCoco, Brazil (coconut drink)
- Frooti, India (mango juice)
- Goldup, India (drink with mango and other juices)
- Goya; Colombia, Costa Rica or Guatemala (fruit pulp in various flavors)
- Jandala, Brazil (mango drink)
- Kerococo, Brazil (coconut drink)
- La Fé, (frozen pulps) Passion Fruit, Papaya (Colombia); Mango, Coconut, Guanábana (Dom. Rep.).
- Lall's, Asian country (not recorded) coconut water
- Maaza, Dubai (drink of tropical and non-tropical juices)
- Mats, Brazil (guava drink)
- Mira, Egypt (drink of mango, guava and other flavors)
- Palmas, Colombia (pulp of passion fruit and other flavors)
- Postobon, Colombia (drink products with pineapple and other flavors)
- Respin, Colombia (guava and other single-strength juices)
- Triunfo, Brazil (papaya drink)
- Tropigood, country not recorded (pulp of mango and other fruits)

Apparent Preferences: The main kinds of beverages in the New York market were juice blends and juice drink. The main flavors were mango, pineapple and guava. The most important kind of packaging seemed to be plastic bottles, followed by glass bottles.

The price of our comparison juice (16 ounce bottle of V-8 Splash) was higher than in any of the other cities. We found the same number of Kosher as of Organic-certified products: 4 of each. The price premium at retail for organic products was about 17%.

Comments: We found frozen pulp in many of the stores and of course in restaurants. In some restaurants we were told that consumers prefer juices made on the premises. At least one person interviewed said that the company, La Fé, had the best quality products.

At one store visited, Trade Fair, we were told that the company had discontinued selling imported refrigerated branded juices because they were too expensive.

We found mamey and tamarind juice in a few places. We did not find pitahaya or zapote juice (or in any of the other cities).

Miami, Florida

Brief Profile of the Market: The Miami area has 1.9% of the U.S. population or about 5.5 million people. Of these about 1/3 are Hispanic, with the largest group being Cubans and the rest from several Latin American nationalities. The city has 2% of U.S. food store sales, 1.7% of the food stores, 1.6% of the supermarkets and 1.7% of the convenience stores.

Stores Visited: In Miami the surveyor visited 12 stores, as follows:

- 7-11 convenience store, Miami
- Eckerd drug store, Miami
- Publix supermarket, Coral Gables
- Publix supermarket, Hialeah
- Publix supermarket, Miami
- Sedano's food store, 152nd Street, Miami
- Sedano's food store, 29th Street, Miami
- Walgreen drug store, Miami
- Winn Dixie store, Miami
- Winn Dixie store, Pompano Beach

Brands Identified: In the stores visited we found 35 brands of fruit juice and juice drinks. They are shown in a summary table at the end of this section of the report.

Several of the brands appeared to be imported, packaged for the final consumer. They are as follows:

- Conchita, Spain (drink of banana and other juices)
- El Latino, Colombia, (drink products of tropical and other juices)

- El Sembrador, Honduras and Guatemala (pulp of various fruits)[11]
- Frica, Venezuela (drink of various juices)
- Fruta Viva, Spain (pineapple drink and guava drink)
- Goliat, Argentina (drink of mango and other juices)
- Goya; Colombia, Costa Rica or Guatemala (pulp of various fruits)
- La Fé, Brazil and Thailand (Tamarind drink and other flavors)
- La Fé, Colombia, Guatemala and Dominican Republic (pulp of various tropical fruits)
- Lall's, Asian country (not recorded) (coconut water)
- Las Fuentes, México (tamarind drink)
- Looza, Belgium (drink of banana, mango and other flavors)
- Maguany, Brazil (drink and concentrate of mango and pineapple)
- Mira, Egypt (drink of guava, mango and other flavors)
- Pamplona, Spain (drink products in various flavors
- Petit, El Salvador (drink in various flavors)[12]
- Vitarroz, Thailand (coconut drink)
- Xotic, Colombia (concentrates of papaya, pineapple, etc.)

Apparent Preferences: The most important product types in the Miami area were juice drinks and fruit pulp, surely because of the large number of "Latinos" who like to prepare their own beverages. The predominant types of juices were mango, guava and pineapple and packaging was usually plastic pouches, for the concentrates, and plastic bottles for the juice drinks.

In our brief price comparison, Miami was the lowest of the five cities. No Kosher or organic juices were found, although it is possible that some were present and were overlooked.

Comments: The surveyor in Miami pointed out that, because of the warm climate and the large Latin American population, juice sales are high. She said that most tropical juices were sold in supermarkets and that the space devoted to them in food stores was increasing. Most tropical juices were shelf-stable rather than refrigerated.

She said also that these products are increasingly found north of Miami as the Latin population moves in that direction. More exotic juices are entering the market; however, country of origin is rarely a factor in purchase decisions.

Chicago, Illinois

Brief Profile of the Market: The Chicago area has about 3.7% of the U.S. population or 10.6 million people. Of these, about 1.6 million are Hispanics, and most are from

[11] Please see, as an annex to this report, a1999 FDA press release about a nationwide recall of mamey juice with the El Sembrador and La Fé brands.
[12] We found the "Petit" brand only in Miami, and in the Washington D.C. area.

Mexico. The city has 3.4% of U.S. food store sales, 2.5% of the food stores, 3.1% of the supermarkets and 2.4% of the convenience stores.

Stores Visited: The person doing the survey visited 12 stores but did not find many tropical juice products. To verify this information we called 4 additional stores, all "Latino" markets, and again found few juices.

The list of stores visited is as follows:

- Bally's (health club)
- Cheetah (health club)
- Delray Farms (ethnic grocer)
- Dominick's (chain supermarket)
- Edgewater Produce (ethnic grocer)
- Jewel (chain supermarket)
- La Pasadita (Mexican restaurant)
- Supermart (convenience store)
- Target (mass merchandise store)
- The Bagel Deli and Restaurant
- Tomboy (upscale restaurant)
- True Nature Health Foods

Brands Identified: We found just 12 brands of juice products in Chicago, including 1 brand that was identified in our verification calls to 4 Latin grocers.

The imported brands are as follows:

- Boing, México (drink products of pineapple and mango)
- Del Valle, México (drink of various tropical flavors)
- Jumex, México (drink products of various flavors)
- Shezan, Pakistan (mango drink)
- Xotic, Colombia (concentrates of various juices)

Apparent Preferences: The main kind of product in the Chicago market was found to be juice drink and the predominant flavors were pineapple and guava. Most of the packaging was metal cans and glass bottles.

In our one-product price comparison, Chicago was below the average of the 5 cities. The surveyor did not find any juice products certified Kosher or organic.

Comments: It appears that, at least in winter, Chicago is not a strong market for tropical fruit juices. There are numerous persons from Latin America or of Latin American ancestry; however, most are of Mexican origin. The investigators in New York heard that Mexicans drink less fruit juice than, for example, Colombians or Brazilians.

The Five Areas Combined

Brief Profile of the Market: The U.S. market as a whole has about 287 million people, and the five cities in which we did the research have a total of 54 million of whom about 18 million are Hispanic. The five cities account for just over 20% of total food store sales in the U.S.

Stores Visited: We visited a total of 65 stores including mass merchandise stores such as Wal-Mart, chain supermarkets, ethnic grocery stores, convenience stores, delicatessens, health food stores, upscale restaurants, Mexican/Salvadoran restaurants, health clubs and other places. The exact places to be visited were left to the discretion of the surveyors.

Brands Identified: We identified 104 different brands of juice, and the average number of brands per city was 32.

The following are the brands identified that appear to be imported, packaged for sale to the consumer:

- Alpina, Colombia (mango drink and guava drink)
- Boing, México (drink products of pineapple and mango)
- Bomy, Taiwan (guava, pineapple and passion fruit beverages)
- Brazil Gourmet, Brazil (mango, passion fruit, cashew fruit, pineapple-guanabana and guava beverages)
- Ceres, South Africa (single-strength juice and juice blends)
- Conchita, Spain (drink of banana and other juices)
- Deer, Pakistan (mango juice and drink)
- Defrescura, Colombia (mango drink)
- Del Valle, México (drink of various tropical flavors)
- DuCoco, Brazil (coconut drink)
- El Latino, Colombia, (drink products of tropical and other juices)
- El Sembrador, Honduras or Guatemala (pulp of various fruits)[13]
- Fiesta, México (drink blend)
- Frica, Venezuela (drink of various juices)
- Frooti, India (mango juice)
- Fruta Viva, Spain (pineapple drink and guava drink)
- Goldup, India (drink with mango and other juices
- Goliat, Argentina (drink of mango and other juices)
- Goya; Colombia, Costa Rica or Guatemala (pulp of various fruits)
- Jandala, Brazil (mango drink)
- Jumex, México (drink products of various flavors)
- Kerococo, Brazil (coconut drink)
- La Fé, Brazil and Thailand (Tamarind drink and other flavors)

[13] Please see, as an annex to this report, a1999 FDA press release about a nationwide recall of mamey juice with the El Sembrador and La Fé brands.

- La Fé, Colombia, Guatemala or Dominican Republic (pulp of various tropical fruits)
- Lall's, Asian country (not recorded) (coconut water)
- Las Fuentes, México (tamarind drink)
- Looza, Belgium (drink of banana, mango and other flavors)
- Maaza, Dubai (drink of tropical and non-tropical juices)
- Maguany, Brazil (drink and concentrate of mango and pineapple)
- Mats, Brazil (guava drink)
- Mira, Egypt (drink of guava, mango and other flavors)
- Palmas, Colombia (pulp of passion fruit and other flavors)
- Pamplona, Spain (drink products in various flavors
- Petit, El Salvador (drink in various flavors)[14]
- Philippines (mango drink)
- Postobon, Colombia (drink products with pineapple and other flavors
- Respin, Colombia (guava and other single-strength juices)
- Shezan, Pakistan (mango drink)

Apparent Preferences: We found all types of products in the markets: Drink, nectar, juice blends, drink blends, puree, concentrate etc. The product found most often was probably **fruit drink** that included tropical juices, other fruit juices and other ingredients. Frozen pulp was common in stores frequented by shoppers from the Andean countries.

The type of packaging used depends largely on the type of product. We often found pure juice in glass bottles, drink in plastic bottles or metal cans, and pulp in plastic pouches.

Prices are hard to report on because they varied among the different cities and also among the various kinds of outlets.

Although Kosher and organic products were found in a majority of the markets, they do not seem to be very important except for Kosher products in ethnic (Jewish) markets and organic products in health food stores.

The following table summarizes the findings of the surveys in five cities:

[14] We found the "Petit" brand only in Miami, and in the Washington D.C. area.

Exhibit 17
SUMMARY OF SURVEYS IN FIVE CITIES

CRITERIA	CHI	HOUS	LA	MIA	NY	TOTAL / AVE.
Number of places visited	12 and called 4	9	10	10	21	**62**
Number of brands found	12	30	36	35	47	32
Predominant type of beverage	Juice drink	Juice and drink blends	Juice drink	1 Juice drink 2 Pulp	1 Juice blend 2 juice drink	Juice drink and juice blend
Predominant types of juices	1 Pinaple 1 Guava	1 pinaple 2 mango	1 pinaple 2 mango 3 banana	1 mango 2 guava 3 pinaple	1 mango 2 pinaple 3 guava	Pinaple, mango, guava
Predominant types of packaging	1 Can 2 Glass bottle	1 can 2 glass btl 3 plastic bottle	Plastic bottle	1 Plastic pouch, 2 plastic bottle	1 plastic bottle 2 glass bottle	All. Depends on type of product.
Number of sizes	7	16	16	25	18	16
Predominant sizes	None predom-inates	32 oz 12 oz 64 oz	16 oz 11.5 oz 32 oz	14 oz (plastic pouch)	64 oz 15.2 oz	64. Depends on type of product.
Average price[15]	$1.05	$1.29	1.29	$0.87	$1.50	$1.20
Certification	None seen	6 brands organic	5 brands K, 1 brand Org.	None found	4 brands K. 4 brands Org.	Kosher & organic useful but not vital

[15] 16 ounce bottle of V-8 Splash (only brand found in all five markets)

The following table summarizes the products found in each of the five cities:

Exhibit 18:
SURVEY DATA SUMMARY FORM

PRODUCT NAME	TYPE	TROPICAL JUICES	PRODUCER/IMPORTER/DISTRIBUTOR	FOUND IN				
				MIA	NY	HOU	CHI	L.A.
After the Fall	D	B	After the Fall, Havre de Grace, MD, www.atfjuices.com		X			
Aloe Splash	D	DB: O: M	Aloe Splash / Scottsdale, AZ 800-211-1405					X
Alpina	D	PF: M: GG	Alpina, Bogota, Colombia, phone 572-8600		X			
Apple & Eve	D	M: NT: PN: JB	Apple & Eve, Rosslyn, NY		X			X
Ardmore	D	GG: B: M: DB: NT	Country Pure Foods Inc: www.juice4v.com	X				
Big Tex	D	PN: O	Texas Star Juice Products, Ltd 702 East Expressway 83, Mission TX, 70572			X		
Bolthouse Farms:	D	PF: ONT	Bakersfield, CA		X			
Boing	D	PN: M	Trabajadores de Pascual S.C.L., San Juan del Río, Querétaro, Mexico				X	
Bomy	D	M: GG: PN:PF	Chow Chin Industrial Company, Taiwan, www.bolife.com.tw			X		
Brazil Gourmet	D	M: PF: CF: PN-G: GG:	Imported from Brazil by Liberty Imports USA Inc., Bethlehem, PA, 610-317-9580, www.brazilgourmet.com			X		
Capri Sun	D	DB: PN: ONT	Kraft / Capri Sun, Inc. Box CSFP 10 Ryebrook, NY 10573		X	X		X
Ceres	S	D: PF: GG: M: P: O: G:	Ceres, South Africa		X	X		
Chiquita	D	M: JB: B: PF: NT	Lake Wales, FL		X	X		
Conchita	D	B: M: GG: ONT	Product of Spain: www.conchita-foods.com /Conchita Foods Inc. Miami FL 33166	X				
Crystal Geyser	D	PF: M	Crystal Geyser Water Company, San Francisco, CA 94133					X
Deer	S:D	M	Pakistan UAE / Best Foods, NY, 877-270-BEST		X			
Defrescura	D	M	Santa Fe de Bogota Calle 72 No 13-49 Of. 403 Phone (571) 608 8714 / Frutopic ,50 SW 10 St. Suite 812, Miami, FL, 33130, Ph (305) 416 4465, frutropic@yahoo.com			X		
Del Frutal	D	M: PN: GG: NT	Guatemala Alimentos Maravilla S.A. Ph. (502) 888 0622: EDT USA Corp: Miami FL 33131	X				
Del Valle	D	GG: JB:M: G: PN	México Jugos del Valle S.A.. Insurgentes No. 30: Venezuela	X		X	X	

			Alimentos California Ph 471 3544					
DJO Juice	C:D	PN: ONT	Thailand, Indonesia and Philippines		X			
Dole	C ;D	D: JB: PN: DB OT: PN: GG: T : M	/ DJO Juice / Brandenton, FL / Dole Packaged Food Corporation, Westlake Village, CA 91362-7300		X	X		X
Dr. Smoothie	C	B:C:PF:PN	10532 Walker St. Unit D, Cypress CA, 90630, Phone (714) 826-7875 www.drsmoothie.com			X		
DuCoco	D	C	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
El Latino	D	M : PF: GG: OT: NT	Product of Colombia / Exportador Ibanez & Cia: Ph (571) 359 4910/ Intermark Foods Inc: Miami FL.: Ph (305) 718 8754	X				
El Sembrador	PU	OT: M: PF: GG: T: G: PN: P	L & J General International Corp: 2424 NW 46th St Miami: Ph (305) 638 5161	X				
Fiesta	D	DB: O	Information not recorded; probably from Mexico			X		
Foco	D	M: GG: T: C:	Thai Agri Foods Limited, Samutprakem, Thailand, www.thaiagri.com			X		
Focus	D	M: PF: PN: O: NT	Fuze Beverage Inc. Englewood NJ					X
Frica	D	JB: NT	Venezuela: Industria Lactea: Venezolana Miranda Carabobo/Parmalat Peru: Ph (511) 251 2012	X				
Frooti	S	M	India		X			
Fruta Viva	D	PN : GG	Juver - Product of Spain: Iberia Foods corp. Moonachie: NJ 07074	X				
Fuze	D	DB: S: O: G: M	Fuze Beverage Inc., Englewood, NJ www.fuzebev.com 866-get-fuze					X
Gefen Juice	D	PN	Kenover Marketing Corporation					X
Goldup	D	M: O	From India, imported by Pexco Inc., NY, 718-786-9191		X			
Goliat	D	M: OT	Argentina Pico de Oro SA:/ American Beverage Depot LLC Ph (305) 513 84883555 NW 74 AV Miami www.abdepot.com	X				
Goya	D	GG : PN : M : PF: DB : P: G: T: B : NT	Goya ® de Puerto Rico	X		X		
Goya	PU	M: G: PN PF: GG OT	Colombia, Costa Rica, Guatemala:	X	X			
Hansen	D	D: PF: ONT: M and SM: PN: M: PF	Hansen's Beverage Company, Corona, CA 92882		X			X
Hawaiians Own	C	C: M	Hawaiians Own, Papaikou, HI 96781					X
Hawaiian Punch		DB: GG: P: PF: PN: O	Pepsi Cola, Pensauken, NU / By authority of Dr. Pepper / 7		X	X		X

	D		Up Hawaiian Punch O Box 3800 Stanford, CT 06905-0800					
Homemaker	D	PN: O	www.homemakerpremium.com		X			
Jandala	D	M	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Juicy Juice	D	M: DB: NT	www.juicyjuice.com / Libby's Nestle USA Inc, Glendale: CA 91203	X				
Jumex	D	M: B: T: GG: G: P: JB: DB	Jugo Mexico S.A. de CV Comercializadora el Oro SA Pachuca Mexico:/ Vilore Foods Company: Laredo TX Ph (525) 699 1959	X		X	X	
Kerns, Libby"s	D:S	M : P: B: PN: C: T:and S: P: M: GG	Libby's ®: www.Nestleusa.com	X		X	X	X
Kerococo	D	C	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Knudsen Family	D	C: GG: PN: M	Knudsen & Sons / www.knudsenjuices.com					X
Kombucha	D	DB: O	Millenium Products Beverly Hills, CA 877-re-juice www.naturezone.net					X
La Fe	D	M :OT: GG	Product of Brazil: La Fe Foods Inc. Moonachie: NJ 07074	X				
La Fe	D	T	Thailand: La Fe Foods Inc.: Moonachie: NJ 07074	X				
La Fe	PU	T: G: P: M: OT: GG: PN: C: PF	Colombia, Guatemala, Rep. Dominicana: www.lafe.com Gonzalez y Tapanes Foods Inc 2011 8th Street North Bergon NJ 07047	X	X			
Lakewood	D	P: GG: DB: PN: JB: M:ONT and S: PN	Lakewood, Miami, FL/ Lakewood Juices www.lakewoodjuices.com		X	X	X	X
Lall's	S	C	Imported by Ramela, Richmond Hill, NY, 718-262-9305, www.ramela.com,		X			
Langers	D	DB: NT: PN: C: JB	Langer Juice Company Inc Industry CA 91745 www.langers.com	X				X
Las Fuentes	D	T	Mexico / Motts Inc: Stanford CT	X				
Liebers Juice	D	PN	Liebers Chocolate & Food					X
LLC	S	M	LLC, Los Angeles		X			
Looza	D	B: M: PF: ONT	Looza S.A.: B-3840: Borgloon: Belgium	X				
Lotus	D	GG: JB: NT	Puerto Rico: Campofresco Inc: Box 755 / Santa Isabel Ph (787) 845 4747	X				
Maaza	D	GG: PN: O:B: ONT	Maaza Beverages., Douglaston, NY / Packed in Dubai for Intra-food Brands, Douglaston, NY		X			

Maguary	S:C	M: PN	Brazil: International Specialty, 762 S. Military Trail: Deerfield Beach FL: 33442: Ph (954) 571 7081	X				
Maguary	S D	M	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Mats	D	GG	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Mauna Lai	D	GG: NT	Mauna Lai, 800-426-4891		X			
Minute Maid	D	DB: PN	Division de Coca Cola: Houston TX	X		X	X	X
Mira	D	D: GG: M: O	Egypt: Mira Foods Inc: Mira Inernationall Foods, East Brunswick, NY, 732-846-5410, www. Miramango.com	X	X			
Mott's Mauna Lai	S	GG	Mott's Inc., Stamford, CT, 203-968-7500, www.mottsproducts.com					X
Mr. Pure	D	P: PN	Home Juice Co. Melrose Park, IL				X	
Naked Juice	D:PU	D: B: M: P: PF: PN: GG: and PU: B: M: GG	Naked Juice Company, Glendora, CA 91741		X			X
Nantucket Nectar	D	JB: DB	Nantucket Nectar, 44 Straight Wharf Nantucket, MA 2554		X	X		
Oak Farms	D	JD: DB: O	Oak Farms Dairy, Dallas, Texas, www.oakfarmsdairy.com			X		
Ocean Spray	D	M: ONT: P	Ocean Spray Cranberries, Inc. Lakeville-Middleboro, MA 02349 www.oceanspray.com		X			X
Odwalla	D:PU	M: B: PN: PF: C: JB: ONT and PU: B: GG: M	Odwalla, Inc / Odwalla, Inc. Dinuba, CA 93618		X	X		X
Palmas	PU	PU: PF: JB: OT	Colombia / Latin American Distributors, Bronx NY		X			
Pamplona	D	NT: B: PN M	Product of Spain :Pamplona Foods Inc. St. Cloud: FL. 34769	X				
Petit	D	PN : GG: NT: JB	El Salvador Bon Appetit SA	X				
Philippines	D:C	M	Profood Intl. Highway Maguikay / Mandave City Metro Cebu, Phillippines					X
Pina Colada	C	PN	Tropics Frozen Cocktails, Inc. Lombard, IL 60148					X
POM Wonderful	D:S	JB and S: M	POM Wonderful LLC, Pomwonderful.com			X		X
Postobon	D	M: PN: OT:NT	Colombia / North Short Bottling, NY, 718-272-8900 and Iberia Foods, Miami, 305-863-8840		X			
Pure Pro ABB	D	PN essences	American Body Building Products, LLC					X
Reed's	D	JB	Soda King, Seattle, Washington, 202-548-9155, www.sodaking.com			X		
Refresh	D	B: G	Fuze Beverage Inc., Englewood, NJ www.fuzebev.com					X

Respin	S	GG: OT	Medellin, Colombia / Panamericana de Alimentos		X			
RW Knudsen	D	PN: C: JB: M: P: DB: ONT	Chica, CA, www.knudsenjuices.com		X	X		
Santa Cruz	D	DB, M, ONT	Santa Cruz, Chico, DA, 530-899-5000, www.scojuice.com		X	X		
Safeway	D	PN	Diminick's USA / Safeway				X	
Shezan	D	M	Pakistan Best Foods, NY, 877-270-BEST		X			
Snapple	D	NT	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Snapple Go	D	B	Snapple Beverage Corporation, White Plains, NJ 10604					X
Squeezer Fruit Punch	D	PN	Squeezer / Hudson Valley Apple Products					X
Ssips	D	DB: NT	Product of USA: Johanna Foods Inc . Flemington: NJ 088822	X				
Stevens	D	P	Stevens Tropical Plantation Inc Ph. (561) 683 4701	X				
Sunchy	D	M: GG: PN: B: DB: NT	Sunshine Bottling:Co. 8447 NW 54 St Miami FL 33166	X				
Switch	D	JM: M: O	Switch Bev. Co. Richmond, VA 23225 / 886-875-8423					X
Superbom	D	GG	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Trader Darwin's	SM	B : C: PN: M: JB	Trader Joe's / Trader Joe's Monrovia, CA 91016					X
Triunfo	D	P	Brazil/ Doña Lisa: All Foods Inc., Farmingland NY, 631-756-5985		X			
Tropicana	D:SM	DB: B, PN: PF:ONT	Product of USA: Tropicana Products Inc Berdenton: FL 34206 www.tropicana.com	X	X		X	
Tropical Punch	D	JB: PN: M	Hansen's Natural Co. / Kirkland (Costco Private Lable) POB 34535 Seattle, WA 98124-1535 - 1800-774-2678					X
Tropigood	PU	M: OT	Papaya's Trading Int'l., Maspeth NY, 718-418-9027		X			
Tucansito	D	GG: T: DB:	Did not record information. Probably from Mexico or Central America.			X		
Uncle Matt's Organic Juice	S	JB: O	Uncle Matt's Organic, Inc. Clermont, FL www.unclematts.com					X
V8 Splash	D:SM	PN: NT: O:PF:JB and SM: M	Campbell Soup Co., Camden NJ 08103-1701: 800-871-0988: www.V8juice.com	X	X	x	X	X
Von's Fruit Punch	D	PN	Von's/Safeway, PO Box 99 Pleasanton, CA 94566-0009					X
Vitarroz	D	C	Thailand, Vitarroz Corp., Jersey City, NJ,	X				
Vruit		DB: PN: PF: M: M: P: O	American Soy Brands Inc., 1474 N. Woodland Dr, Salina MI		X	X	X	

	D		48176					
Walnut Acres	D	PN:JB	One Ramada Plaza Floor 7New Rochelle NY 10 801 Phone (1800)4WALNUT			X		
Welch's	D	M: PF: and C: PN: PF	Welch's Concord, MA 01742, www.welch.com		X			X
WOW! Fruit	S:PU	GG: M and PU: GG:M	WOW! Cacapava, SP, Brazil / Gray's Aqua International, Freeport, IL 31032					X
Xotic	C	P: PN: DB: NT	Colombia: Tango Tradico Ltda: Ph (571) 257 4087 / Diversified Glogal Resource: Aventura FL, Ph (305) 466 0346	X			X	

Product Type: Single strength (**S**), Juice drink (**D**), Concentrate (**C**), Smoothie (**SM**), Pulp (**PU**)

Juices included: Banana (**B**), Coconut (**C**), Guanábana (G, Guava/guayaba (**GG**), Mango (**M**), Papaya (**P**), Passion fruit/maracuyá (**PF**), Pineapple (**PN**), Pitaya (**PT**), Star fruit/carambola (**S**), Tamarind (**T**), Cashew fruit/marañon **(CF**), Other single fruit (**O**), 100% juice blend (**JB**), Juice drink blend (**DB**), Non-tropical (**NT**), Other Tropical Fruit (**OT**)

VII. Conclusions and Recommendations

- Reaching a value of $29.5 billion in 2003, the US market has the biggest share of the global market for fruit juices, accounting for 32.4% of global. The US market has grown in average 7.1% annually for the past four years, and this growth has been higher than the global market itself. Further, the US market is expected to continue growing at higher rates than the global market in the near future.

- Since the mid-1990s, yearly per capita consumption of juices in the US has remained fairly stable at 15 gallons. Bottled water is the fastest-growing category in the beverages market. However, the trend toward lower consumption of carbonated beverages and into bottled water, due to health-conscious consumers, could mean a promising future for juices. They are on the market a number of flavored waters, some of them flavored by tropical fruits.

- Available research has shown that ethnic blacks, households with children, and ethnic Hispanics have higher than average propensity to consume juice and juice beverage products.

- Although very erratic**,** annual imports of fruit juices into the U.S. have grown from 225.6 million gallons in 1978, to 760.6 million in 2002. Total US fruit juice imports in 2003 had a value of $928.3 million USD. However, for the 1999-2003 period, imports grew at a very modest annual average of 0.68%.

- Important suppliers of fruit juices to the US are Brazil (24% share of all imports) followed by China (13%), Argentina (12%), Chile (8%), Philippines (7%), Mexico and Canada (5% each), and Thailand and Costa Rica (4% each).

- Pineapple is clearly the most important import item regarding tropical fruit juices, with about 11% of total US imports. However, other categories in which fruit juices are included have been experiencing growth in recent years and have increased their share of total imports. It is also noteworthy that imports of blends and fortified juices have also been growing, although from very low bases.

- Supermarkets/food stores and convenience stores are the most important distribution channels, accounting respectively for around 60% and 12.6% of all fruit juice sales,. Foodservice and restaurants accounted for only 3.5% and 10.3%, respectively. From 1999 to 2002, the percentage of sales occurring through the different distribution channels remained fairly stable.

- Retail private label juices play an important role in the overall fruit juice market. However, most retail private label lines of juices offer mainstream flavors such as orange, apple, tomato, grapefruit. Although some private labels might extend their lines to include tropicals, the business is likely to go to well known and trusted US-based juice manufacturers.

- Sports stadiums sales of juices are low and include few if any tropicals. According to executives of these companies, people mainly want beer and soda. Executives said that they had not considered adding tropical juices to their offerings and would be reluctant to do so.

- Smoothies became a billion-dollar market in 2002, and ended 2003 with $1.2 billion in sales, and the industry is expected to grow at least as fast as the overall US fruit juice market. The extent of the demand for tropical fruit juices and concentrates stemming from smoothie stands differs widely, since some of them prepare their products exclusively from fresh fruit and/or frozen fruit chunks while others import concentrates and juice in bulk. The leading smoothie chain, Jamba Juice, with $100 million USD in sales in 2003, reported that they purchased from brokers imported mango, pineapple, and passion fruit frozen juice concentrates.

- The rise of single-serve packaging reflects consumer demand for quick and easy food. Similarly, decreasing sales of frozen juice concentrates and increasing sales of refrigerated and bottled fruit juice products indicate consumers' preoccupation with ease of preparation. Thawing and reconstituting frozen juice concentrates takes too much time for many consumers.

- In spite of overall market trends showing refrigerated juices gaining market share and frozen concentrates losing it, our survey did not identify any imported refrigerated juices. A store manager told the surveyors in NY that in the past imported refrigerated juices were offered, but they were discontinued because they were too expensive and therefore did not sell well. Additionally, their seems to be a good market for frozen concentrates and pulp of tropical fruit juices demanded by Hispanic consumers who like to prepare juices at home, restaurant owners wishing to offer freshly prepared juices and *licuados*, and others such as health clubs who want to make juices rather than buy them already made,.

- Several fruit juice marketers cater to consumer interest in nutrition by boosting the nutritional content and promoting the health benefits of their products. Eager to ride the fortification wave, they are fortifying their products with calcium and other nutraceuticals. Also catering to apparent consumer interests, marketers are including extraordinary ingredients in their new products, such as spirulina, guarana, ginseng, and many others.

- Increasingly, juice manufacturers find different combinations of two or more juice flavors a route to success. Companies are continually experimenting with new blends. Last year, 3,984 new beverages found their way into U.S. stores, up from 3,584 in the prior year. The fact that most manufacturers offer exotic flavor blends, such as those that contain mango and passion fruit, indicates that these names on the labels appeal to consumers.

- Fruit juice blends posted supermarket sales of $540 million in 2000, reflecting three consecutive years of double-digit growth. For the 1996-2000 period, the fruit juice blend segment registered a compound annual growth rate of 9.5%, nearly tripling the 3.5% rate for sales of fruit juice products overall.

- 100% juice products tend to cost more than fruit drinks. Many consumers are willing to pay more for fruit juice products that promise specific extra benefits than for ordinary products.

- Industry executives reported that prospects of organic juices are better than they used to be. More suppliers are being found, and sales are increasing. Supply is still erratic, so buyers are looking for consistent, reliable suppliers. Distribution is more fragmented than for conventional juices, and there are markets for relatively smaller volumes. Pineapple and mango are the main tropical fruit juices of the organic variety. The organic price premium at the retail level is about 17%.

- Traceable advertising expenditures to support fruit juice products reached $255 million in 2000, up 5% from 1999. Nine marketers each spent more than $1 million in advertising. Most major fruit juice products marketers have websites devoted to their company or to their brands. Typically, however, product websites do not allow online purchasing; instead, their thrust is purely promotional.

- Marketers of 100% fruit juice products clearly state juice content in their advertising. To catch the attention of consumers who are interested in vitamin- or calcium fortified products, fruit juice product marketers make nutritional claims in their advertising. Additionally, fruit juice product marketers routinely highlight significant new types of packaging in their advertising.

- In the stores visited we looked for examples of sales promotion for tropical juices but did not find them. There were no “shelf talkers,” hanging signs, free samples or other promotional techniques. There was clearly intense competition for shelf space. Major companies with several flavors of pure juice, drink or blends had the most facings and therefore the best chance of attracting the consumers.

- Perhaps the most damaging blow to juices has been the popularity of low carbohydrate diets. It is believed that anywhere between 30 to 40 million consumers low-carb dieters. Most juices have 120 calories and about 30 carbohydrates per serving. Producers have started selling light or low-carb versions of their juices, with each serving containing about significantly less carbohydrates. Many company’s R&D efforts are looking at every single product, changing 100 percent juice to cocktails and finding the right mix of juice percentage to give the best taste with the lowest calories.

- There are several brands of juices with Kosher certification; however, we do not recommend that juices from El Salvador be certified because of the high cost, unless you select Jewish people as a specific target market.

- The Los Angeles area has about 9 million Hispanics of which around 700,000 are from El Salvador (more than in any other U.S. city). This population combined with the warm climate makes L.A. an excellent market for tropical juice.

- The Houston market has about 1.6 million Hispanics, mostly from Mexico, and a climate even warmer than in Los Angeles. It is a good market for tropical juice.

- The New York area has about 3.7 million Hispanics including a large number of people from El Salvador and many Colombians, who seem to be excellent customers for tropical juices. In our small survey, nearly 50 brands were found that contain juice of tropical fruit.

- The Los Angeles area is warm most of the year and has about 1.8 million Hispanics, Cubans and others. As these people move northward, the geographical area in which tropical juices are popular is expanding.

- The Chicago area has about 1.6 million Hispanics; however, the vast majority are from Mexico and the climate encourages consumption of hot beverages. The presence of tropical juice on store shelves is relatively low.

- In the five cities combined there are more than 100 brands of juice products that contain juice of tropical fruit. About a third of these are imported, packaged for sale to individual consumers.

- Also there is a substantial amount of tropical juice imported in the form of pulp, paste and concentrate for industrial or institutional use, as for example, tamarind concentrate that is used in restaurants.

Market Outlook per Flavor

Our main conclusions about the US market for juices and concentrates of specific fruits, in order of market importance, are as follows:

Pineapple

Pineapple juice consistently sells very well, and imports of this product in 2003, in all forms, exceeded $100 million dollars. Because of the large quantity it is a difficult market for a small player, unless the player has a significant advantage such as producing a 100% natural or, better yet, an organic juice. Normally sourced from Southeast Asian countries, supply of this type of juice has been erratic, which has prompted interest among purchasers in finding alternative producers. Given these circumstances, industry executives expressed that pineapple juice supplies from Central America are welcomed, as Costa Rica's increased exports of pineapple juice illustrate.

Mango

Mango juice has become increasingly popular and is found in the market as pulp, frozen concentrate, pure juice and, more important, juice blends. Nearly every line of tropical juice products includes one or more items containing mango juice. As with pineapple, organic mango juice has a proven, growing demand.

Guava

Guava seems to be quite popular and was seen in a large number of juice products. Imports of guava paste and puree, however, are not increasing. This suggests that the market has leveled off. Also the price has been decreasing slowly. A line of juice products should include guava; however, El Salvador should probably not try to sell it in bulk form.

Passion Fruit

There is a substantial market for passion fruit juice**;** however, supplies are abundant and the price is very volatile. This is because of the short time lapse between planting and harvest (7-9 months). Consumers are attracted to blends including this type of juice, and its properties make it more suitable for blending than other fruit juices.

Guanábana

There is little guanábana juice in the stores and none of the buyers with whom we spoke expressed interest in this product.

Tamarind

Tamarind juice is found in both stores and restaurants, often as a concentrate in approximately 32-ounce packages. It is popular with the Salvadoran community and therefore is a product that should be considered by Salvadoran producers and exporters if their target market is people of Salvadoran descent.

Zapote and Pitahaya

We did not find any type of zapote or pitahaya juice in our five-city survey, and it appears that there is not much demand for them in the US. Some juice items, containing very small amounts of pitahaya juice, were introduced by leading beverage US companies but rapidly discontinued, presumably because the juice was not selling well. However, one juice producer did expressed interest in developing a pitahaya juice, with the rationale that nobody else was currently offering it.

The conclusions of this study suggest that the following elements, which are not mutually exclusive, could prove useful in formulating a strategy for producers in El Salvador to enter the US tropical fruit juice and concentrates market:

- Although facing many competitors, juices and concentrates of pineapple and mango have a demand of significant size and the market, at least for the latter, is clearly growing. Pineapple and mango juices can be blended with other juices to increase the number of flavors available.

- Tamarind is popular with the Salvadoran community. Producers should consider supplying this juice in the form of shelf-stable concentrate in 32 ounce plastic bottles, with a strong Salvadoran identification, for sale in Latin "bodegas" and for use in Salvadoran and other restaurants in the USA. The target market areas - those where most of the 2.5 million Salvadorans in the US live- would be Los Angeles, San Francisco, Houston, Dallas, Miami, Washington D.C., New York and Boston.

- Producers could also consider developing one or more unique tropical juice blends, for sale in "bodegas" in the USA. Some of the juices used in the blend(s) could also be sold separately as single-fruit juices to add variety. They should be sufficiently different from the products of *Bon Apetit*, that the same or similar distributors can sell them in the same markets. A 100% juice product or at least a high-juice content, could lead to higher prices and provide a basis for product differentiation.

- Organics seem like a good opportunity and market to get into. Producers should consider producing a line of 100% organic tropical juice products, probably in recyclable glass or plastic bottles. These can be sold by specialized distributors to smaller health food stores in parts of the country in which there is good demand for such products such as Austin Texas, Portland Oregon and Boston Massachusetts. It is advisable to focus on those juices of fruit with proven demand - mango, pineapple, and perhaps guava and papaya.

Final Note:

This document can be characterized as a report of an **exploratory** market study to determine how agricultural enterprises in El Salvador can change from exporting fresh fruit to exporting value added products - fruit juices and concentrates. The broad nature of the study kept it from being definitive - from determining clearly that, for example, a slim 11.7 ounce bottle of organic mango and passion fruit juice (100% juice), pasteurized, can be sold to an importer/distributor in the Miami area for resale to ethnic grocery stores.

Thus, follow-on research is suggested to study in depth each of the options suggested that project executives in El Salvador decide to pursue. For example, if they see as feasible the option of producing and exporting tamarind concentrate in 32 ounce plastic bottles with a strong "El Salvador" identification, this concept should be tested in the market by exploring it with possible distributors and retailers.

There may also be an interest in consumer-level research such as testing product concepts, labels and formulations through "focus groups," "consumer juries" or related techniques. This can be expensive but can give excellent information about how consumers will perceive and receive a product concept or characteristic.

Discussions of the potential and need for additional market research to follow up on this study and important and should be held in the near future.

IMPORTERS OF TROPICAL JUICE
(Coconut, guanábana, guava, mango, passion fruit, pineapple, pitaya, tamarind, zapote)

NAME OF COMPANY	MAILING ADDRESS	PHONE, FAX, WEBSITE	CONTACT	FUNCTION AND PRODUCTS
Adamba Imports International	585 Meserole Street, Brooklyn, NY 11237	Phone 718-628-9700, fax 718-628 0920	Adam M. Bak	Imports tropical juice
After the Fall	Havre de Grace, MD	530-899-5035www.atfjuices.com	Pete Samuel, Purchasing Manager	Processes and distributes juices including banana
Alfresh Beverages Canada	95 Vulcan Street, Rexdale, ON M9W 1L4, Canada	Phone 416-244-4224, fax 416-244 1516, www.alfreshbeverages.com	Rick Viera, Purchasing	Processes and distributes juice including pineapple
All Foods, Inc.	Farmingland, NY	Phone 631-756-5985, fax 631-756 5990	Kathy Argueta, Purchasing Manager	Imports and distributes packaged conocut and mango juice from Brazil
American Soy Brands Inc.	1474 Woodland Drive, Saline, MI 48176	Phone 734-429-2310, fax 734-429 2112, www.americansoy.com	Ron Roller, President	Produces and distributes packaged juice including pineapple, passion fruit, mango and papaya
Aloe Splash	Scottsdale, AZ	Phone 480-922-6161, fax 480-211 1405, www.aloesplash.com	Steve Dymand, President	Processes and distributes juices including mango and guava
American Beverage Depot LLC	3555 NW 74th Avenue, Miami, FL	Phone 305-882-0199, www.abdepot.com	Name not available	Distributes mango juice from Argentina
Apple & Eve	2 Seaview Boulevard, Port Washington, NY 11050	Phone 800-969-8018, fax 516-621 2164, www.appleandeve.com	John Donlon, Operations Manager	Processes and distributes packaged juices including pineapple
Arcadia Dairy Farms	Rural Route 1, Akron, North Carolina 28704-9801	Phone 828-684-3556, fax 828-684 7988	Nathan Arthur, President	Processes and packages juices including pineapple
Ben & Jerry's Homemade, Inc.	30 Community Drive, South Burlington, VT 05403-6828	Phone 802-651-9600, fax 802-651 9643	Todd Kane, Purchasing Manager	Imports and processes tropical juice

Betters International Food Corp.	60 Main Street, Oakfield, NY 14125-0207	Phone 716-948-5242, fax 716-948 5912	Matther Betters, Vice President, mbetters@frozen-fruits.com	Imports tropical juices in bulk
Bolthouse Farms	7200 E. Brundate Lane, Bakersfield, CA 93307-3099	Phone 661-366-7209, fax 661-366 9236, www.bolthouse.com	Tim McCorkle, Sales Manager	Distributes packaged juices including passion fruit
Cal India Foods International	13591 Yorba Avenue, Chino, CA 91710-5071	Phone 909-613-1600, Fax 909-613-1660, www.specialtyenzynes.com	Vic Rathi, President	Imports mango and other tropical juices, mainly from India
Commodities Marketing Inc.	2 Stephenville Parkway, Edison, NJ 08820	Phone 732-516-0700, fax 732-516 0600	Harbinder Sahni, Poresident	Imports and distributes packaged coconut milk from Asia
Campbell's Soup Company	Campbell Place, Camden, NJ 08103-1701	Phone 856-342-4800, fax 856-342 3878, www.campbellsoup.com, www.V8juice.com	Tim Callahan, VP Global Business	Produces and distributes packaged juice including pineapple, passion fruit and mango
Chiquita Brands International	250 East 5th St., Cincinnati, OH 45202-4119	Phone 513-784-8558, fax 513-564 2881	Kim Taylor, Buyer	Packages and distributes packaged juices including banana, mango and guava
Country Pure Foods	481 West Waterloo Road, Akron, OH 44314	Phone 330-0753-2293, fax 330-745-4838, www.juice4u.com	Connie Currier	Distributes packaged juices including banana and mango
Crown Point	118 S. Cypress Street, Mullins, SC 29574	Phone 843-464-8164, fax 843-464 8598	Scott Copes, Manger	Imports pineapple juice and fruit paste
Del Monte Corporation	1 Market Plaza, San Francisco, CA 94105-1420	Phone 415-247-3000, fax 415-247 3565, ww.delmonte.com	Wesley J. Smith, Chief Operating Officer	Imports pineapple juice
Del Monte Corporation	506 North Street, Plymouth, IN 46583-3131,	Phone 574-963-3131, fax 574-963 5683	Kevin Shaney, Plant Manager	Imports pineapple juice
Del Monte Corporation	1573 Sterilite Drive, Birmingham, AL 35215-4189	Phone 205-853-1789, fax 205-856 0417	Harold M. Wells, Manager	Imports pineapple juice

Diversified Global Resource	Aventura, FL	Phone 305-466-0346, cel. in Colombia 573-10666-5953, anaranjo@dgrusa.com	Angela Naranjo	Imports and distributes packaged juice including papaya and pineapple, mainly from Colombia
Doctor Smoothie	10532 Walker Street, Unit D, Cypress, CA 90630	Phone 714-826-7874, www.drsmoothie.com	Ingredients Purchasing	Distributes mixes including banana, coconut, passion fruit and pineapple
Dole Packaged Food Corporation	Westlake Village, CA 91362-7300	Phone 818-874-4000, www.dole.com	Peter Nolan, President Packaged Foods	Packages and distributes packaged juices including pineapple, guava, tamarind and mango
Elmeco USA/Kanawati Enterprises	94 Railroad Avenue, Hackensack, NJ 07601	Phone 201-343-1791, fax 201-343 1794	George Kanawati, Sales/Service	Distributes tropical juice concentrate for Granita machines
Emerling International Foods	1182 Graff Road, Attica, NY 14011-9519	Phone 585-591-3224, fax 585-591 3035, jemerling@emerfood.comwww.emerfood.com	J. P. Emerling, President	Imports and distributes bulk foods including tropical juices
Encore Fruit Marketing	120 West Bonita Avenue, San Dimas, CA 91773-3085	Phone 909-394-5640, fax 909-394 5646	Lisa Coberg, Owner	Imports pineapple juice
Eve Sales Corporation	945-975 Close Avenue, Bronx, NY 10473	Phone 718-589-6800, fax 718-617 6717	Frederick J. Umbach, Sales Manager	
Ever Fresh Beverages	6600 East 9 Mile Road, Warren, MI 48091-2673	Phone 586-755-9500, fax 586-755 9587	Walter Koziara, Purchasing Director	Processes and distributes+E70 tropical juice
Excelsior Trading Company	7880 Northwest 67th Street, Miami, FL 33166-2631	Phone 305-594-1142, fax 305-594 0274	Winsome Hew, Manager	Imports pineapple juice
Flavorence	1916 Tubeway Avenue, City of Commerce, CA 90040	Phone 323-727-1957, fax 323-728 8880, www. flavors.com	Linda Ferrell, Purchasing Manager	Imports mango, pineapple and other tropical single-strength juices and concentrates
Florida Fruit Juices	3300 S. Racine Avenue, Chicago, IL 60608-6409	Phone 773-847-0500	Don Franko Jr., Vice President	Processes fruit juices including pineapple

Fuze Beverge Inc.	1140 Sylvan Ave. Englewood Cliffs, NJ 07632	Phone 866-438-3893, fax 201-461 1091www.fuzebev.com	Diane Manuel, Purchasing	Distributes packaged juices including mango, guava, passion fruit and pineapple
Georgia Sun	50 Amlajack Bolvd., Newnan, GA 30265-1016	Phone 770-251-2500	Walter Loesche, Oresudebt	Imports and packages juice concentrates including pineapple
Gonzales y Tapanes Foods Inc.	2011 8th Street, North Bergen, NJ 07047	Phone 201-329-6260, fax 201-329 6272, www.lafe.com	Aarom Soca, Purchasing	Imports and distributes packaged juices including tamarind, guanabana, papaya, mango, guava, pineapple, coconut and passion fruit
Gourmet Award Foods, South Florida	Tree of Life Southeast, 4055 Deer Park Boulevard, Elkton, FL 32-33	Phone 904-824-8181, fax 904-825 2012, www.treeoflife.com	Melinda Rukstela, Purchasing	Buys and markets natural and specialty products including packaged juices
Goya Foods, Inc.	100 Seaview Drive, Secaucus, NJ 07096	Phone 201-348-4900, fax 201-348 1004, www.goya.com	Joseph Perez, Purchasing	Processes, imports and distributes juices including guava, pineapple, mango, passion fruit, papaya, guanabana, tamarind and banana
Greenwood Associates	310 Happ Road, Suite 206, Northfield, IL 60093-3455	Phone 888-253-0929, fax 847-242 7901, ron@greenwoodassociates.com, www.greenwoodassociates.com	Ron Kaplan, President	Processes and distributes fruit concentrates and purees including pineapple
Hansen's Beverage Company	2380 Railroad Street, Corona, CA 92882	Phone 909-739-6200, fax 909-739 6210. www.hansens.com	Debbie Hint, Purchasing	Processes and distributes packaged juice including passion fruit, mango, pineapple and passion fruit
Hartog Foods International	529 5th Avenue, Suite 1800, New York, NY 10017-4608	Phone 212-687-2000, fax 212-687 2659	Jack Hartog, jack@hrfny.com	Imports tropical juices in bulk
Home Juice Company	Melrose Park, IL	Phone 708-345-3350, fax 708-345 3661, www.nationalbev.com	Robert Wilder, Purchasing	Distributes juice including papaya and pineapple
Howler Products	2211 Quesada Avenue, San Francisco, CA 94124	Phone 415-824-0686, fax 415-824 0697, howlerprod@aol.com	Douglas Ian Stewart, President	Imports tropical juices
Intermark Foods	13655 NW 97th Avenue, Miami, FL 33172	Phone 305-718-8754, fax 305-718 3781	Alfonso Ibañez	Imports and distributes packaged juice including mango, passion fruit, guava

Island Soda Systems	1600-2 North Ocean Avenue, Holtsville, NY 11742	Phone and fax 631-758-9123	Sean O’Leary, Purchasing Manager	Distributes Granita base including banana, mango and piña colada
International Trade Impact, Inc.	3371 Route One, Suite 209, Lawrenceville, NJ 08648-1302	Phone 609-987-0550, fax 609-987 0252	Mr. G. van Manen	Imports tropical juices
Journey Food & Beverage	Post Office Box 940, Putney, VT 05346	Phone 802-463-2095, fax 802-463 2098	Mark Panely, President	Imports tropical juices
Knudsen & Sons (Div. Of Smucker)	P.O. Box 369, Speedway Avenue, Chico, CA 95927	Phone 530-899-5000, fax 530-891 6397, www.knudsenjuices.com	Julia Sabin, General Manager	Produces and distributes packaged juice including coconut, guava, pineapple and mango
L&A Juice Company	16195 Stephens Street, City of Industry, DA 91745-1718	Phone 626-336-1666, fax 626-961 2021	Nathan Langer, President	Processes and distributes duice including ropicals with various brand names including "Langers"
L&J General International Corp.	2424 NW 46th Street, Miami, FL 33142	Phone 305-638-5161, fax 305-638 5098	Name not available	Imports and distributes packaged juice including mango, passion fruit, guaba, tamarind, guanabana, pineapple and papaya
La Fe Foods Inc.	230 Moonachie Avenue, Moonachie, NJ 07074	Phone 201-867-3141, fax same, mroq@lafe.com, www.lafe.com	M. Roa, Fa Fe, New Jersey office	Imports and distributes packaged juices including mango, guava and tamarind
Lakewood Juices	2035 NW 21st Terrace, Miami, FL 33127-4517	305-324-9500, fax 305-325-9573, www.lakewoodjuices.com	Name not available	Processes and distributes packaged juices including papaya, guava, pineapple and mango
Langer Juice Company Inc.	16195 Stephens Street, La Puente, CA 91745	Phone 626-336-1666, fax 626-961 2021, www.langers.com	David Langer, Vice President	Processes and distributes juices including pineapple and coconut
Libby’s Nestle USA Inc.	800 North Brand Boulevare, Glendale, CA 91203	Phone 818-549-6000, fax 818-633 2330, www.nestleusa.com	David Hubinger, General Manager	Processes and distributes juices including mango, papaya, banana, pineapple, coconut, tamarind and guava
Liberty Imports USA Inc.	2710 Schoeners Road, Bethlehem, PA 18071	Phone 610-317-9580, fax 610-317 5982, www.brazilgourmet.com	Simone Anewalt, Director of Sales	Imports and distributes packaged tropical juices

Lyons-Magnus	1626 South Second St., Fresno, CA 93702	Phone 209-268-5966, fax 209-233 8249	Don Savino, Director of Purchasing	Imports tropical juices in bulk
M&B Products	8601 Harney Road, Tampa, FL 33637-6605	Phone 813-988-2211, fax 813-980 9596, www.mbproducts.com	Tom Heimerschmidt, Plant Manager	Process and distribute consumer products including pineapple juice
Mandalay Food Products	1633 Bayshore Highway, Suite 338, Burlingame, CA 94010-1515	Phone 650-652-9990, fax 650-652 9998	Anthony Tay, President	Imports pineapple juice from Asia
Maui Pineappli Company	1800 Sutter Street, Suite 850, Concord, CA 94520-2563	Phone 925-798-0240, Fax 925-798-0252	Bruce Wilson, Director of Sales	Processes and distributes pineapple juice
Melissa's World Variety Product	5325 South Soto Street, Los Angeles, CA 90058	Phone 323-588-0151, fax 323-588 2242, www.melissas.com	Jaime Hernandez, General Manager	Imports, processes and distributes tropical juice and many other products
Mercatum Trading Company	225 Broadway, New York, NY 10007	Phone 212-233-0412	Joseph Christavao III	Imports tropical juice in bulk
Milne Division of Ocean Spray, Inc.	804 Bennett Avenue, Prosser, WA 99350-0111	Phone 509-786-2611, fax 509-786 1724, ejohnson@ocianaspray.com	Eric A. Johnson, Product Development	Imports and processes tropical juice
Minute Maid Division of Coca Cola	2000 St. James Place, Houston, TX 77252	Phone 713-888-5000, www.minutemaid.com	Georgeann Stores, Senior VP	Products and distributes packaged juice including pineapple
Mira International Foods	1200 Tices Lane, Suite 203, East Brunswick, NJ 08816	Phone 732-846-5410, fax 732-846 3052, www.miramango.com	Miriam Awadalla, Marketing Director	Imports and distributes packaged juice from Egypt including guava and mango
Mondial Foods Company	P.O. Box 75035, Los Angeles, CA 90075-0036	Phone 213-383-3531	Ben Gattegno, President	Processes and exports tropical juices

Motts Inc., sub. Of Cadbury Schweppes	P.O. Box 3800, Stamford, CT 96905-0848	Phone 203-968-7500, fax 2-03-768-7653, www.motts.com	Lesya Juchymenki, VP Marketing	Imports and distributes juice including tamarind and guava
NTC Foods Corporation	891 Deleware Avenue, Buffalo, NY 14209-2097	Phone 716-884-3345, fax 716-884 4680	Robert Gonzalez, Operations Manager	Imports and processes foods including pineapple juice for Libby's and other brands
Naked Juice Company	533 West Foothill Boulevard, Glendora, CA 91741	Phone 973-465-7100, fax 626-852 2560, www.nakedjuice.com	Heather Braun, Marketing Director	Produces and distributes packaged juice including banana, mango, papaya, passion fruit, pineapple, guava
Nantucket Nectars+A96	44 Straight Wharf, Nantucket, MA	Phone 617-868-3600, fax 617-868 5490	Lorianno Brasseur, lorianne@juiceguys.com	Produces and distributes packaged juice drink including tropicals
Natural Country Farms	P.O. Box 300, Ellington, CT 06029-0300	Phone 860-872-8346, fax 860-875 6539	Walter Carlson, VP and General Manager	Processes and exports fruit drinks includingjpineapple juice
Northstar Beverage	7600 Intervale Street, Detroit, MI 48238-2462	Phone 313-834-4440, fax 313-834 3470	Steven Azmer, Director of Manufacturing	Processes and distributes juice including papaya
Ocean Spray Cranberries Inc.	1 Ocean Spray Drive, Lakeville-Middlebury, MA 02349	Phone 508-946-1000, www.oceanspray.com	Stephen Nojeim, Director of Product Development	Produces and distributes packaged juice including mango and papaya
Odwalla Inc.	120 Stone Pine Road, Half Moon Bay, CA 94019	Phone 800-639-2552, www.odwalla.com	Elizabeth McDonough, Vice President for Sales	Produces and distributes packaged juice including mango, banana, pineapple, passion fruit and coconut
PGB International	123 Madison Avenue, Madison, NJ 07940-1421	Phone 973-660-1060, fax 973-660 9001	Paulette Krelman	Imports pineapple juice
Pacific Coast Fruit Products	34352 Industrial Way, Abbotsford, BC 72S 7M6, Canada	Phone 604-850-3505, fax 604-852 1535	Dianne Klatt, President	Imports and processes juice concentrates and puree including pineapple

Papaya's Trading International	6030 56th Xt. Maspeth, NY 11378	718-418-9027, www.tropigood.com	Carlos Ramirez	Imports and distributes packaged juice including mango
Pappas Jfoods	300 E. Huntsville Avenue, Springdale, AR 22764-3418	Phone 501-751-4511, fax 501-751 1440	Walter Stamps, Plant Manager	Processes and exports juice including pineapple
Paya's Trading International	60-31 56h Street, Maspeth, NY 11378	Phone 718-418-9027, fax 718-417 9613	William Paya	Imports tropical juices in bulk
Pepsi Cola/Canada Dry	8275 North Crescent Boulevard, Pensauken, NJ 08110-1435	Phone 856-665-6200, fax 856-662 4836	Phil Forte, Production Manager	Processes and distributes punch including guava, papaya, passion fruit and pineapple juice
Perfect Puree of Napa Valley	975 Vintage Avenue, Suite B, Saint Helena, CA 94574-1400	Phone 707-967-88700, fax 707-967-8799. www.poerfectpuree.com	Tracy Hayward, President	Imports and distributes fruit purees including various tropicals
Pexco Inc.	5564 56th Street, Maspeth, NY 11378	Phone 718-786-9191, fax 718-786 9292	Amin	Imports and distributes mango juice from India
Pittra Company	1 Atalanta Plaza,	Phone and fax 908-352-6517	Name not available	Imports pineapple juice
POM Wonderful LLC	11444 West Olympic Boulevard, Los Angeles, CA 90064	Phone 310-966-5800, fax 301-966 5801, Pomwonderful.com	Tom Chang, VP Marketing	Processes and distributes packaged juice including mango
Premium Cocktail Mixes	P.O. box 347, New Albany, IN 47151	Phone 812-944-3585, fax 812-949 7344	Name not available	Distributes fruit puree including banana, mango and passion fruit
Ramela	134-05 Liberty Avenue, Richmond Hill, NY 11419	Phone 718-262-9305, www.ramela.com	Mr. Lell	Imports and distributes packaged coconut juice
Ramsey Sias	6850 Southpointe Parkway, Becksville, OH 44141	Phone 440-546-1199, fax 440-546 0038	Mark M. Mountain, Purchasing Manager	Importes tropical juice in bulk
Real Foods Marketing	711 West Camino Real, Suite 204, Arcadia, CA 91007	Phone 626-445-3818, fax 626-445 4452, realfood@aol.com	Michael Real	Imports tropical juices

Ryan Trading	2102 Business Center Drive, Irvine, CA 92612-1001	Phone 949-222-9100, fax 949-222 9135	David Jones, Vice President	Imports pineapple juice in bulk
S & P Marketing	6444 Ithaca Lane, North Maple Grove, MN 55311-4148	Phone 763-559-0436	Sri Srisangnam, Owner	Imports pineapple juice in bulk
Saratoga Beverage Group	1 Geyser Road, Saratoga Springs, NY 12866-9048	Phone 518-584-6363, fax 518-584 0380, www.saratogabeverage.com	Mike Lawson, Production Manager	Processes and distributes juice including banana
SEW Friel	P.O. Box 10, Queenstown, MD 21658-0010	Phone 410-827-8811, fax 410-827 9472	S. E. Friel Jr., CEO	Imports and processes canned juices including pineapple
Shasta Sales Inc.	1343 Garner Lane, Suite 205, Columbia, SC 29210	Phone 866-280-0179, www.shastafoods.com	Bob Packard, Raw Material Buyer, in the Hayward CA office	Processes juice including some tropicals
Santa Cruz (see article on Smucker)	Same as Knudsen (above), Chico, CA	Phone 530-899-5000, www.scojuice.com	Same as Knudsen (above)	Distributes packaged organic juice including mango
Smucker Quality Beverages	340 Old Bay Lane, Havre De Grace, MD 21078-4013	Phone 410-939-1403, fax 410-942 1400	Frank Bombaci, National Sales Manager	Processes+E115 mango, passion fruit, pineapple and other juices including After the Fall and R.W. Knudsen
Snapple Beverage Corp., sub. Of Cadbury Schweppes	709 Westchester Avenue, White Plains, NJ 10604	Phone 914-397-9200, fax 914-397 9220, www.smapple.com	Jack Belsito, President Snapple Beverage Group	Processes and distributes packaged juice including banana
Stevens Tropical Plantation Inc.	4550 Okechobee Boulevard, West Palm Beach, FL 33411-2798	Phone 561-683-4701, fax 561-683 4993	Henry Stevens, President	Distributes packaged juice including pineapple, papaya and mango
Stonyfield Farm	10 Burton Drive, Londonderry, NH 03053	Phone 603-437-4040, fax 603-437 7594	Nancy Hirshberg, Director of Natural Resources	Imports and produces tropical juice

Sun Pac Foods	10 Sun Pac Boulevard, Brampton, ON L6S 4R5, Canada	Phone 905-792-2700, fax 905-792 8490, info@sunpac.com	Kcathy Knowles, VP Imports and Exports	Imports, processes and exports canned juice including pineapple
Sunlike Juice	91 Finchdene Square, Scarborough, ON M1X 1G5, Canada	Phone 416-297-1140, fax 416-297 5703	Terry Topos, President	Processes and distributes juice including some tropicals
Sunshine Bottling Company	8447 NW 54th Street, Doral, FL 33166	Phone 305-592-4366	Ramon Mesa	Processes and distributes packaged juice including mango, guava, pineapple and banana
SVZ Corporation	1500 South Broadway Avenue, Othello, WA 99344-1854	Phone 509-488-6563, fax 509-488 2631	Jan Sevenhuysen, President	Imports pineapple juice
Switch Beverage Company	300 Turner Road, Suite C, Richmond, VA 23225	Phone 804-675-4157, fax 804-675 4158, www.getoffthehype.com	Bill Hargis	Produces and distributes packaged juice including mango
Transpacific Foods	8 Corporate Park, Suite 205, Irvine, CA 92606	Phone 949-975-9900, fax 949-263 1457	Name not available	Imports pineapple juice
Trader Joe's	800 South Shmrock Avenue, Monrovia, CA 91016	Phone 626-599-3700, fax 626-301 4770, www.trader joe's.com	Private Label Office	Distributes private brand juice including banana, pineapple and mango
Tropical Paradise, Inc.	13 Trade Zone Drive, Ronkonkoma, NY 11779	Phone 631-585-0986, fax 631-585 0988	Frank Massabni, President	Distributes tropical fruit concentrate including banana and piña colada
Tropicana Products Inc.	1001 13th Avenue, East Bradenton, FL 34206	Phone 800-435-0744, www.tropicana.com	Jim Eicken, Purchasing	Produces and distributes juice including banana, pineapple and passion fruit
True Organic Products International	P.O. Box 523271, Miami, FL 33152-3271	Phone 305-885-2619, fax 305-885 1326	Christopher Ramputhm, Vice President	Processes and exports organic juices including pineapple
Uncle Matt's Organic, Inc.	P.O. Box 120389, Clermont, FL 34712	Phone 352-394-8737, fax 352-394 1003, www.unclematts.com	Matt McClain, Purchasing	Produces and distributes organic packaged juice including tropicals
Unimark Foods	124 McMakin Road, Argyle, TX 76226	Phone 817-491-2992, fax 817-491 1272, www.sunfreshfruit.com	Ira Heid, Director of Operations	Imports and distributes fresh cut fruit and fruit juice

Very Fine Products	20 Harvard Road, Littleton MA, 01460	Phone 800-800-6822, www.veryfine.com	Sam Bowden, Purchasing	Processes and distributes juice including some tropicals
Vilore Foods Company	P.O. Box 1560, Laredo, TX 78042	Phone 525-699-1959, www.vilore.com	Name not available	Imports and distributes Jumex brand juice from Mexico including mango, banana, tamarind, guava, guanabana and papaya
Vons/Safeway	Post Office Box 99, Pleasanton, CA 94566-0009	Phone 925-847-1092, fax 925-847 1261	Chris Mazzei, Corporate Brands	Distributes private brand juice including pineapple
Welch's Concord	749 Middlesex Turnpike, Billerica, MA 0l821-2611	Phone 978-371-1000, fax 978-371 3702, www.welches.com	Lewis W. Bendit, Manager Product Development	Products and distributes packaged juice including mango, passion fruit, pineapple and coconut
World Finer Foods, Inc.	300 Broadacres Drive, Bloomfield, NJ 7003	Phone 973-338-0300, fax 973-338 0382, www.worldfiner.com	John Beers	Produces and wholesales processed foods including juice products
World Juice Company	8286 NW 66th Street, Miami, FL 33166	Phone 305-718-9000, fax 305-718 9009	Boris R. Cordisco, Executive VP	Imports tropical juice in bulk