Frizwell®
crafted fruit solutions

Technical Data Sheet

STRAWBERRY PASTE 70

PREMIUM FRUIT CONCENTRATE FOR GELATO, ICE CREAM & DESSERTS



Product Description

A premium, fruit-rich strawberry paste with 70% strawberry fruit equivalent, made from strawberry puree and strawberry juice concentrate. It delivers a rich, natural strawberry taste, vibrant colour and smooth, stable texture, ideal for industrial applications in frozen desserts, dairy and bakery.

Key Features & Benefits

- 70% Strawberry Fruit Equivalent
- Rich, Natural Strawberry Taste & Aroma
- Vibrant & Appealing Colour
- Excellent Texture, Body & Stability
- Versatile for Multiple Applications
- Consistent Quality & Easy to Use

Applications

Gelato | Ice Cream | Soft Serve | Milkshake / Smoothie | Yoghurt / Frozen Yoghurt | Bakery & Desserts

Recommended Dosage (per kg mix)

Application	Dosage
Gelato	60 – 100 g
Ice Cream (hard scoop)	70 – 120 g
Soft Serve	50 – 80 g
Milkshake / Smoothie	40 – 70 g
Yoghurt / Frozen Yoghurt	60 – 100 g
Bakery & Desserts (filling / topping)	50 – 80 g

Nutritional Information

(Approximate values per 100 g)

Energy	270 kcal
Protein	0.5 g
Carbohydrate	67.0 g
Total Sugars	64.0 g
Added Sugars	52.0 g
Total Fat	0.1 g
Saturated Fat	0.0 g
Trans Fat	0.0 g
Dietary Fibre	1.0 g
Sodium	25 mg

Physico-Chemical Parameters (Typical)

°Brix (at 20 °C)	≥ 65.0
Acidity (as Citric Acid)	0.8 – 1.5 %
pH	3.0 – 3.6
Appearance	Homogeneous, fruit paste
Colour	Characteristic strawberry red
Taste & Flavour	Rich, natural strawberry with fruity notes

Microbiological Parameters (Typical)

Total Plate Count	≤ 1,000 cfu/g
Yeast & Mould	≤ 100 cfu/g
Coliforms	< 10 cfu/g
E. coli	Absent in 1 g
Salmonella	Absent in 25 g

Packaging

2 kg, 3 kg & 5 kg
Food-grade HDPE square pails

Storage & Shelf Life

- Store in a cool, dry place, away from direct sunlight.
- **Shelf Life:** 12 months (from the date of manufacture) in unopened, original packaging.
- Refrigerate after opening and use within recommended period.

Regulatory Information

- FSSAI Category : 05.1.2 Thermally Processed Fruit Preparations (Puree/Paste/Concentrate)
- Complies with FSSAI Standards

Manufactured & Marketed by:
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