FRIZWELL®
CRAFTED FRUIT SOLUTIONS

Real Fruit Great Ice Creams

WATERMELON
FRUIT PREPARATION – WP60

High Fruit Ingredient for Extruded Ice Cream and Frozen Dessert Applications



60% Real Watermelon Purée

No Added Milk Solids

No Added Fat

Ready to Use Fruit Preparation

Ideal for Watermelon-shaped Extruded Ice Cream

PRODUCT DESCRIPTION

FRIZWELL Watermelon Fruit Preparation – WP60 is a high-quality, ready-to-use fruit preparation made with 60% real watermelon purée. It is specially developed for the red centre in extruded ice cream, frozen desserts and other frozen confectionery applications.

The product offers natural watermelon taste, attractive red colour, smooth texture and consistent quality, allowing manufacturers to create innovative watermelon-shaped and fruit-based frozen desserts.

INGREDIENTS (Descending order)

Watermelon purée (60%), sugar, dextrose, glucose syrup solids, maltodextrin, polydextrose, citrus fibre, pectin, watermelon flavour (natural identical), beetroot juice concentrate (natural colour), citric acid, sodium citrate, water.



APPLICATIONS



Extruded Ice Cream
Ideal for watermelon-shaped novelty products



Ice Cream
Enhances real fruit taste and natural colour



Soft Serve
Creates refreshing watermelon flavour



Frozen Dessert / Sorbet
Suitable for dairy and dairy-free formulations



Other Frozen Products
Suitable for ice lollies, novelty bars and more

TYPICAL SPECIFICATIONS

Parameter	Typical Value
Appearance	Bright watermelon red
Fruit content	60% watermelon purée
Total soluble solids (°Bx)	31 – 34
pH	3.8 – 4.2
Titratable acidity (as citric acid)	0.25 – 0.45%
Texture	Smooth, pumpable
Fat	No added fat
Milk solids	Absent
Flavour	Fresh watermelon
Microbiological (guideline)	As per FSSAI standards

The above are typical values and may vary based on raw materials and processing conditions.

NUTRITIONAL INFORMATION (Approximate values per 100 g)

Parameter	Value
Energy	120 – 140 kcal
Carbohydrate	30 – 34 g
Total Sugars	28 – 32 g
Dietary Fibre	0.5 – 1.0 g
Protein	< 0.5 g
Total Fat	< 0.1 g
Sodium	20 – 60 mg

Values are approximate and may vary as per raw material and processing conditions.

KEY FEATURES

- 60% real watermelon purée
- No added milk solids
- No added fat
- Ready to use fruit preparation
- Standardized flavour, colour and texture
- Suitable for industrial ice cream processing
- Helps create innovative fruit-based products

PACKAGING OPTIONS



20 kg Food-grade Pail



Aseptic Bag-in-Box (200 – 250 kg)

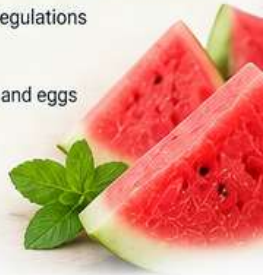
STORAGE & SHELF LIFE

Storage
Keep frozen at -18°C or below.

Shelf Life
18 – 24 months
(subject to validation)

REGULATORY & ALLERGEN INFORMATION

- Ingredients comply with FSSAI regulations
- No common allergens
- Free from milk, soy, nuts, gluten and eggs
- For food and industrial use
- Suitable for vegetarians



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