

The Smart Ingredient Behind the Most Delicious Fruit Yogurt

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APIPHEN launches an innovative raw fruit & honey blend that transforms clean-label yogurt recipes

Swiss innovation company **APIPHEN Sàrl** is proud to unveil **FRUITONATE**, a patented low-temperature fruit preparation that elevates yogurt to a new standard of taste, nutrition, and sustainability. Crafted at temperatures below 42°C and with no added sugar, pectin, preservatives, or starches, FRUITONATE is the natural choice for dairy producers seeking simplicity and transparency on their labels.

At **ANUGA 2025**, APIPHEN introduces FRUITONATE as the *premium clean-label ingredient for fruit yogurt*, combining only two ingredients: **fruits** and **acacia honey**.

“We believe fruit yogurt should taste like real fruits flavor – not sugar sweet, with aromas and starch!” says **Simona Bisboaca**, inventor, founder and CEO of **APIPHEN**. “FRUITONATE makes that possible, with an ingredient list consumers can understand without a dictionary.”

FRUITONATE – Product Highlights

- ✓ Just 2 ingredients: fruits & honey
- ✓ 75 to 86 g fruit per 100 g of product
- ✓ No pasteurization – nutrients & flavor preserved
- ✓ Homogeneous texture – no added stabilizers
- ✓ Up to 75% energy savings during production
- ✓ Shelf-stable at room temperature

Designed for industrial applications, FRUITONATE mixes easily into yogurt without separation, providing a consistent taste and texture. Ideal for gourmet, children’s, or sports nutrition ranges, this ingredient helps brands deliver products that meet the growing demand for **clean label** and “**free from**” foods.

Recommended usage:

- 8–12% FRUITONATE for a final yogurt fruit content of 6.8–10.2%
- Available in apricot, strawberry, raspberry, kiwi, cherry, blueberry, orange – or other fruits on request

Sustainability and Bee-Friendly Innovation

FRUITONATE is sweetened exclusively with **acacia honey**, a sustainable, low-impact sweetener that supports responsible beekeeping. **Honey** production requires minimal energy, no fertilizers or irrigation, and contributes to biodiversity preservation make it the **most sustainable sweetener**.

By choosing FRUITONATE, dairy producers help promote a more sustainable food system – and offer their customers a taste that’s truly natural.

Visit APIPHEN at ANUGA 2025 – Hall 03.1, Stand C046

Learn more: www.apiphen.com | Contact: contact@apiphen.ch