HOW IS 100% ORANGE JUICE MADE?
not from concentrate

100% fruit juice is only fruit that is juiced

100% fruit juice never contains added sugar or preservatives

Drinking 100% fruit juice is a convenient way to increase fruit intake and support good health

Packaging such as long-life cartons help to safeguard the taste and nutritional content of the juice inside by protecting it from light and air

The fruit is harvested for juice production

The fruit is processed quickly to preserve its vitamins and nutritional content

Pasteurisation keeps juice fresh for longer

Juice to be consumed the same day NFC*

Juice NFC*

UNPASTEURISED

PASTEURISED

* Not from concentrate

The information in this document is provided for professional audiences in a non-commercial context. It is not intended for consumers. The AIJN, European Fruit Juice Association shall have no liability whatsoever if this information is used or presented for promotional or commercial purposes.