

Malic Acid = creates smooth, lingering tartness

Tartaric Acid = creates sharp taste

Fumaric Acid = creates strong, dry tartness

Citric Acid = creates strong, sour tartness

Juice Concentrate	pH	w/w Acid	Expressed as
Apple @ 70°	3.2-4.4	1.15-3.6	Malic
Apricot @ 65°	3.2-3.8	5.5-10.90	Malic
Banana @ 65°	4.2-5.2	0.13-4.07	Citric
Blackberry @ 65°	3.2-3.8	3.0-10.0	Citric
Blueberry @ 65°	2.6-3.8	2.0-7.0	Citric
Cherry (tart) @ 68°	3.5-4.3	3.0-6.0	Malic
Cherry (dark sweet) @ 68°	3.3-4.3	1.2-3.2	Malic
Cranberry @ 50°	2.0-3.1	9.0-14.0	Citric with benzoic acid
Grape @ 68°	2.0-3.5	2.0-3.5	Tartaric
Grapefruit @ 62°	3.0-3.8	5.0-8.0	Citric
Orange @ 62°	3.3-4.0	3.0-5.3	Citric
Peach @ 65°/70°	3.5-4.0	2.0-5.0	Malic
Pear @ 70°	3.2-4.4	1.4-2.3	Malic
Pomegranate @ 65°	2.9-3.5	5.0-8.5	Citric
Pineapple @ 65°	3.2-4.45	2.0-4.1	Citric
Plum @ 68°	3.0-3.8	4.0-9.0	Malic
Raspberry @ 65°	3.0-3.6	6.0-9.0	Citric
Strawberry @ 50°/65°	3.1-3.6	5.0-8.0	Citric
Tangerine @ 60°	3.0-4.0	4.0-6.0	Citric
Watermelon @ 65°	4.3-6.1	0.3-2.6	Citric pH can be above 4.6

How Much of a Fruit Ingredient

is Equivalent to ½ Cup of Fruit

Calculations are Based on USDA Dietary Guidelines*



SINGLE STRENGTH PURÉE

½ Cup @ 11.5 BRIX = 123.5 Grams

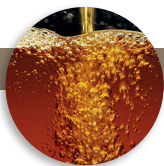


4+1 SLICED FROZEN STRAWBERRIES

⅝ Cup = 94 Grams

SOLID PACK FROZEN STRAWBERRIES

½ Cup = 75 Grams



JUICE CONCENTRATE

2 Tablespoons @ 40 BRIX = 36 Grams



JUICE CONCENTRATE

1.5 Tablespoons @ 50 BRIX = 28 Grams



JUICE CONCENTRATE

1 Tablespoon @ 65 BRIX = 22 Grams



JUICE CONCENTRATE

1 Tablespoon @ 70 BRIX = 20 Grams

*USDA recommends 2 cups of fruit daily (for a 2,000 calorie diet)