PRODUCTION OF RTS FRUIT JUICE & BEVERAGES

BRIEF DESCRIPTION:

A variety off soft drinks are being presently produced in the country such as sweetened carbonated (aerated) soft drinks, still beverages containing fruit juice/pulp and soda water falling under the category of RTS (ready-to-serve) beverages. Among these the share of fruit juice based beverages are very small compared to synthetic carbonated drinks/soda waters. However, the trend is slowly changing for the obvious advantages of nutritious beverages over the synthetic aerated waters. Manufacture of RTS fruit beverages based on fruit juices/pulps (pomegranate, mangosteen, guava, mango, jamun, papaya etc.) are considered here, as they are nutritious.

SALIENT FEATURES:

It is one of the most popular beverages prepared out of fruit juice. It contains 10 – 20% fruit juice with added sugar and water. It is a pasteurized product which remains preserved for a reasonable long time. It contains no chemical preservative. The beverage is chilled before direct consumption.

ADVANTAGES:

It is refreshing, palatable with thirst quenching properties.

SCALE OF DEVELOPMENT: Market launch.





