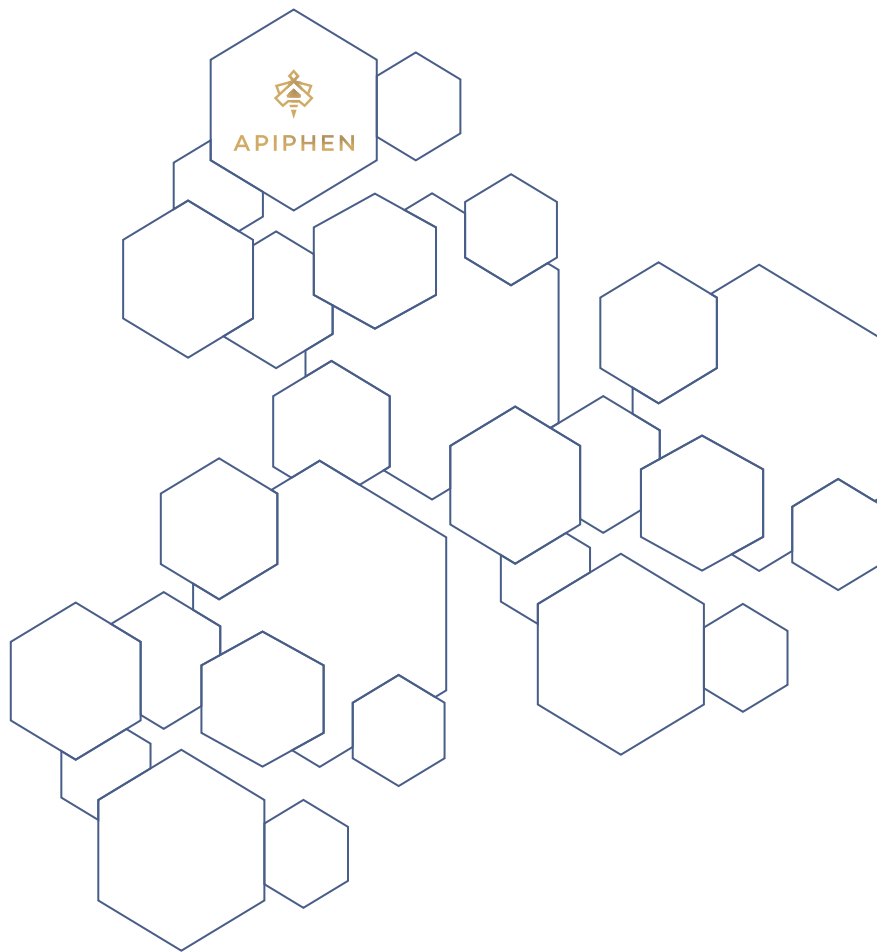


Raw Pure Nature!

SWISS INNOVATION FOODS



APIPHEN



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*Apiphen's main goal is to bring innovative superfoods to the market.*

*Our scientific research experience over time has been passed into the products we create out of love for the people but also with respect and care for nature.*

**100% Raw Pure Nature!**



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## SWISS INNOVATION FOODS

Apiphen has achieved a significant milestone by creating **FRUITONATE**, an innovative product that takes the **concept of jam to a whole new level**. With this **innovative technology**, the FRUITONATE jam is produced at a temperature of up to 42°C and without pasteurisation.



HIGH AMOUNT OF FRUITS



WITH HONEY



NO ADDED SUGAR & ADDITIVES



SUPER FOOD



INNOVATIVE TECHNOLOGY



ENERGY SAVING PROCESS

The advantages of the innovative technology in the production of FRUITONATE jam are remarkable. This ensures the **preservation of nutrients and natural flavour**, while minimising the energy required in the production process, which has a positive impact on the environment.

The use of this technology contributes to **energy conservation** through 75% less energy consumption than normal, but also to maintain the **superior properties and quality** of the FRUITONATE jam.

The delicate production process protects the nutrients and authentic taste of the fruits, providing consumers with a healthy and **high-quality product**.

The low energy consumption reduces carbon emissions, thus protecting the environment and contributing to **fight against climate change**.

The use of **honey** as an important ingredient in Fruitonate products ensures that we are part of a **sustainable food system**.

Without bees, global food security would be threatened, and biodiversity would dramatically decline. By using honey, we promote responsible beekeeping, which helps preserve bee populations and their essential role in nature. Bees pollinate over 75% of all flowering plants and around 35% of global food crops. From fruits and vegetables to nuts and seeds, they enrich our diet and ensure agricultural stability.

Honey production does not require tractors, special growing areas, heavy machinery, fertilizers, or additional water resources – and produces virtually no waste. Only a few steps separate the beehive from the store shelf, **making honey one of the most natural and sustainable sweeteners**.

By choosing the FRUITONATE jam produced by this innovative method, consumers not only enjoy a natural and delicious product, but also support eco-friendly and sustainable initiatives, **promoting a responsible and environmentally friendly lifestyle**.



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**FRUITONATE**  
abricots



**FRUITONATE**  
kiwis



**FRUITONATE**  
fraises



**FRUITONATE**  
cerises



[www.apiphen.com](http://www.apiphen.com)

# FRUITONATE

Pure Raw Nature!

FRUITONATE, an innovative product that **takes the concept of jam to a whole new level.**

We blend the tradition of fruit preservation with science and innovation, opting for a unique approach that avoids the use of pectin, sugar, flavor enhancers, preservatives and temperatures exceeding 42°C. This ensures the preservation of the nutrients, phyto-nutrients and flavors of fresh fruits and honey.

**FRUITONATE – A special jam that sets new standards!**



Pakaging: sachets, glass jars, bulk.

## Applications:

- **sachets** - Retail, HoReCa, Corporate cafeteria, Canteens, Transport services (airlines, railways), Army.
- **jars** - Retail, HoReCa, Gift & Gourmet shops.
- **bulk** - ingredient for food industry: **dairy** (yoghourt, ice cream, etc), **bakery & patisseries** (deserts fillings, glazes, natural toppings).

- Only **two ingredients**: fruits and honey.
- **High concentration** of fruits: 86 g per 100 g of product.
- **Innovative process** with up to 75% energy savings.
- **Not pasteurized**, long shelf life at room temperature.
- **No added** sugar, pectin, preservatives or other food additives.





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# PRODUCT ASSORTMENT



SWISS PATENT PENDING

## Fruitonate raw jam 20 g sachet



## Fruitonate raw jam 45 g



## Fruitonate raw jam 250 g



## Fruitonate Gift pack





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SWISS INNOVATION FOODS 

## The **SWISS** solution for the **MOST DELICIOUS FRUIT YOGURT!**

We combine the tradition of fruit preserving with science and innovation, taking a unique approach: no pectin, no added sugar, no flavor/aroma enhancers, no preservatives and no temperatures above 42°C to maintain the nutrients and authentic flavor of fruit and acacia honey.

### **Formulated only with fruit and honey, ideal for clean label fruit yogurt recipes:**

- Recommended use: 8-12% with 6.8 - 10.2% fruit in fruit yogurt
- Large variety: blueberries, kiwi, raspberries, cherries, apricots, strawberries, oranges, or other fruits on request
- Homogeneous texture, blends perfectly with yogurt
- Sweetened with honey only: no refined sugar or other sweeteners
- No pectin or starch - natural consistency through patented Swiss technology.

### **Benefits for YOUR brand:**

- Simple and transparent labeling - consumers understand what they are eating without a dictionary
- Suitable for premium, gourmet or children's ranges, sportsmen and women
- Free from - sugar/pectin/starch/starch/starch
- Only 3 ingredients: yogurt, fruit and honey.
- Patented Swiss technology - fresh, naturally sweet taste.



**For a true clean label yogurt - you need Swiss innovation from APIPHEN!**





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# SWEETY FRESHLY

*An Exclusive Tea Experience*

Imagine the taste of cold-brewed tea blended with the sweetness of acacia honey and the freshness of lemons – all in one Sweety Freshly sachet.

It's time to enjoy your favorite tea,  
more delicious and convenient than ever!

## Product description:

Sweety Freshly is the only tea in the world that gives you time!

It's not a Swiss watch, but it's made using a pending Swiss patent.

It's ready in just 30 seconds, yet it's not an instant tea – because you don't need a dictionary to understand the ingredients.

It contains only 3 ingredients: a natural tea infusion made by us, acacia honey – the most sustainable sweetener – for natural sweetness, and lemon for freshness.

All in a single sachet, ready to use even by children. Just pour the content into a glass, add water – cold or warm straight from the tap – and your tea is ready, with no risk of burning from hot water.

Sweety Freshly is a versatile tea – you can use it as lemonade, a topping for desserts or ice cream, and in many other ways.



SWISS PATENT PENDING



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## INNOVATION & USP

### 1. Safety and Simplicity

- Quick and safe preparation – with cold or warm tap water
- Single 20g dose for easy portioning

### 2. Versatility

- Enjoy it hot or cold
- Use Honey&lemon as lemon tea, natural sweetener, or dessert topping
- Promotes regular hydration in a natural way

### 3. Space and Cost Efficiency

- No special storage conditions required
- 2-year shelf life at room temperature

### 4. Sustainability and Naturalness

- 100% natural ingredients, no additives or preservatives
- Gentle production saves energy and water
- Honey comes from sustainable beekeeping

### 5. Waste Reduction

- Compact: replaces tea bags, sugar, and lemon slices

With Sweetly Freshly, every cup of tea becomes an unforgettable experience – full of authentic natural flavors!







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## TARGET CUSTOMERS

### Hospitality and Catering Industry (HoReCa):

- All-in-one solution (tea infusin, honey, and lemon in a sachet)
- Quick, safe preparation without boiling water
- Ideal portion size for efficient service

### Army:

- Easy preparation in the field or at the canteen, offering a flavorful tea and an energy boost
- Compact, long shelf life, perfect for extended use

### Offices and Companies:

- Healthy drink option for employees
- Quick preparation without special equipment

### Retail:

- Innovative, practical solution for consumers
- Safe for children and the elderly due to low-temperature preparation

### Air and Rail Transport:

- Compact, instant tea supply without special equipment
- Safe, fast, and space-saving

No steeping time – hot or cold tea  
ready instantly!





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# PRODUCT ASSORTMENT



SWISS PATENT PENDING

## Sweetly Freshly Fruit TEA

20 sachets x 20 g / 400 g

40 sachets x 20 g / 800 g

### INGREDIENTS:

Acacia honey 62%, lemons 36%, fruits (blueberries, rose hips, strawberries, sea buckthorn) 2%  
(2 g Fruit infusion D.M. / 100g).

## Sweetly Freshly Green TEA

20 sachets x 20 g / 400 g

40 sachets x 20 g / 800 g

### INGREDIENTS:

Acacia honey 62%, lemons 36.8%, green tea 1.2%  
(1,2 g GreenTea infusion D.M. / 100g).

## Sweetly Freshly Black TEA

20 sachets x 20 g / 400 g

40 sachets x 20 g / 800 g

### INGREDIENTS:

Acacia honey 62%, lemons 36.8%, black tea 1.2%  
(1,2 g Black Tea infusion D.M. / 100g).

## Sweetly Freshly Chamomile TEA

20 sachets x 20 g / 400 g

40 sachets x 20 g / 800 g

### INGREDIENTS:

Acacia honey 62%, lemons 36.8%, chamomile 1.2%  
(1,2 g Chamomile infusion D.M. / 100g).

## Sweetly Freshly Honey & Lemon

20 sachets x 20 g / 400 g

40 sachets x 20 g / 800 g

### INGREDIENTS:

Acacia honey 62.5%, lemons 37.5%





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