

# ADDED VALUE PONTHIER une histoire de fruit

### ADVOCATING DELICIOUS, HEALTHY AND RESPONSIBLE FRUIT

is the mission we have set ourselves to inspire our employees, fruit producers, customers and partners, resonating with the aspiration to eat better and preserve nature.

Ponthier's mission relies on strong, uncompromising commitments based on our history and new goals:

#### **TASTE**

Revealing the original taste

#### **AGROECOLOGY**

Developing an ethical fruit production sector

#### **GASTRONOMY**

Supporting the gastronomic community

#### **RESPONSIBILITY**

Instilling a demanding and shared approach to CSR

#### **COMMITMENT #1**

Original taste

It is first and foremost about bringing the culture of taste to daily life, the original taste of a fruit that nature gives us if we respect it. It's about sourcing exceptional, rare and exclusive fruit, harvested when ripe and processed with care as close as possible to the orchards, as quickly as possible.



#### **COMMITMENT #2**

Creation of the PURE TRACE® label

Our commitment relies on gentle cultivation methods and long-term partnerships with our producers to develop an ethical fruit supply chain. We make a commitment to gastronomy professionals so they can meet the growing expectations of consumers who seek transparency and information on product composition and origin. We are providing a strong and innovative response with the creation of the PURE TRACE® label.



PURE: means guaranteeing healthy, pesticide residue free products with the PURE label, thanks to responsible and committed growing methods and analyses on all fruit batches approved by Ponthier experts. From 2021, 34 flavours are labelled PURE, pesticide residue free (limit of quantification 0.01mg/kg for more than 610 molecules analysed) whatever their packaging format.

TRACE: means guaranteeing traceability so that gastronomy professionals can enhance the value of their offer and meet consumer expectations on product origin. Ponthier was a pioneer in listing stringent traceability (country, harvest area and variety) and now Ponthier is going much further with the creation of the TRACE label, which lists the producer-harvester and the harvest location. From 2021, 25 flavours are labelled TRACE regardless of their packaging format.

## CHILLED PURÉES AND COULIS RANGE

| CHILLED PURI<br>AND COULIS R |  | c                 |   | So.      |
|------------------------------|--|-------------------|---|----------|
|                              | <b>Q</b>   | PURE TRACE PURÉES | COULS ING                               | PURE 256 |
| Acai Berry                   | Brazil (Amazonia)  | PURE              |   |          |
|                              | Bergeron I France (Rhone Valley) · · · · · · · · · · · · · · · · · · ·       |                   |   |          |
|                              |  |                   | ••••                                    |          |
|                              | Costa Rica · · · · · · · · · · · · · · · · · · ·                             |                   |   | ,        |
| _                            | · Italy (Calabria) · · · · · · · · · · · · · · · · · · ·                     |                   | • |          |
| •                            | Serbia · · · · · · · · · · · · · · · · · · ·                                 |                   | • |          |
|                              | Noir de Bourgogne, Black Down I France (Burgundy, Loire Valley)              |                   | • |          |
|                              | Italy (Sicily)   |                   |   |          |
|                              | Wild, Cultivated I Poland, Chile · · · · · · · · · · · · · · · · · · ·       |                   |   |          |
|                              | Mandarin, Bergamot, Lemon Verbena·····                                       |                   | • |          |
|                              | Indonesia  |                   |   |          |
| •                            | Sri Lanka  |                   |   |          |
|                              | Canada (Quebec) · · · · · · · · · · · · · · · · · · ·                        | I                 |   |          |
|                              | Mango, Banana, Passion Fruit, Lime   |                   | 1                                       |          |
| •                            | Granny Smith I France (Haute Provence) · · · · · · · · · · · · · · · · · · · |                   |   |          |
|                              | Calamondin I Vietnam · · · · · · · · · · · · · · · · · · ·                   |                   | ·····                                   |          |
|                              |  |                   | ·····                                   |          |
|                              | Mexico · · · · · · · · · · · · · · · · · · ·                                 |                   |   |          |
| ·                            | Madagascar   | PURE TRACE        |   |          |
|                              | Italy (Sicily)   |                   |   |          |
| •                            | Alphonso I India (Ratnagiri) · · · · · · · · · · · · · · · · · · ·           |                   |   | 1        |
| _                            | India · · · · · · · · · · · · · · · · · · ·                                  |                   |   |          |
| •                            |  |                   |   |          |
| <del></del>                  | Lime, Mint   |                   |   |          |
| •                            | Oblacinska I Serbia · · · · · · · · · · · · · · · · · · ·                    |                   |   |          |
|                              | Italy (Sicily)   |                   |   |          |
|                              | Flavicarpa   Ecuador   |                   |   | 1        |
|                              | France (Lorraine)  |                   |   |          |
|                              | Charentais Jaune I France (Quercy)   |                   |   |          |
|                              | - Ananas, Noix de Coco   |                   |   |          |
|                              | Costa Rica   |                   |   |          |
| , ,                          | Victoria I France (Reunion Island)   |                   |   |          |
|                              | Pineapple, Yuzu, Cardamom  |                   |   |          |
|                              | United States (Texas)  |                   |   |          |
| Flink diapelluit 100 /6      | Ulliteu States (Texas)   |                   | • |          |

|                      | •   | PURE<br>TRACE<br>PURÉES | COULS INC.   | PUNEE 306 |
|----------------------|---|-------------------------|--|-----------|
| Pink Guava           | Madagascar, South Africa  |                         |  |           |
|                      | Turkey, Italy (Sicily)  |                         |  |           |
| _                    | Mexico  |                         | The second secon |           |
| Raspberry            | Willamette, Mecker I Serbia · · · · · · · · · · · · · · · · · · ·           |                         |  |           |
| Raspberry            | Willamette   Serbia   |                         |  |           |
| Redcurrant           | Poland · · · · · · · · · · · · · · · · · · ·                                |                         |  |           |
| Red Beetroot 100%    | France  | PURE<br>TRACE           |  |           |
|                      | Raspberry, Strawberry, Morello Cherry, Blackcurrant                         |                         | The state of the s |           |
| Red Pepper 100%      | Spain (Castilla La Mancha)  |                         |  |           |
| Red Rhubarb          | Frambosa I Poland   |                         |  |           |
| Soursop   NEW        | Madagascar (Vavatenina) · · · · · · · · · · · · · · · · · · ·               | PURE<br>TRACE           |  |           |
| Strawberry           | Camarosa, Mara des Bois I Morocco, France · · · · · · · ·                   | TRACE(1)                | • •  |           |
| Strawberry           | Gariguette I France (Lot-et-Garonne)  |                         |  |           |
| Strawberry           | Mara des Bois I France (Rhone Valley) · · · · · · · · · · · · · · · · · · · | TRACE                   |  |           |
| Strawberry & Yuzu    |   |                         |  |           |
| Sudachi 100% (500g)  | Japan (Kôchi)   | PURE<br>TRACE           |  |           |
| White Asparagus 100% | France (Aquitaine)  | PURE                    |  |           |
| White Peach          | France (Rhone Valley)   | TRACE                   |  |           |
| Yellow Pepper 100%   | Spain (Castilla La Mancha)  |                         | •  |           |
| Yuzu 100% (500g)     | Japan (Kôchi)   | PURE                    |  |           |
|                      |   |                         |  |           |

**Purées** 

90% fruit minimum + 10% pure cane sugar maximum

Coulis

80% fruit minimum + 20% pure cane sugar maximum\*

#### STORAGE

Storage at +2°C/+6°C. **15 months (fruit purées and coulis)** shelf life. With the exception of coconut purée, melon purée, pink grapefruit purée and the dual flavour coulis: 12 months before opening / Acai berry and vegetable purées: 9 months. After opening, must be kept in refrigerator and used within 12 days.

#### PACKAGING / PALLETISATION

# Photos © Adeline Mon

## RECIPES & TECHNIQUES ON WWW.PONTHIER.NET

Hundreds of exclusive recipes created by bartenders, pastry chefs and chefs

Ice creams, sorbets and fruit jellies techniques created for each flavour

#### MULTIPLE APPLICATIONS

#### **Pastry**

Cream, compote, jelly, mousse, emulsion, granita, glaze, coulis, confectionery, sorbets, ice cream...

#### Beverage

Cocktail, mocktail, smoothie, juice, coffee, tea, chocolate, beer, milkshake, lassi...

#### Cuisine

Sauce, French dressing, deglaze, broth, seasoning, topping, lacquer, jelly, inclusion, soup, espuma, sorbet, coulis, purée, risotto...







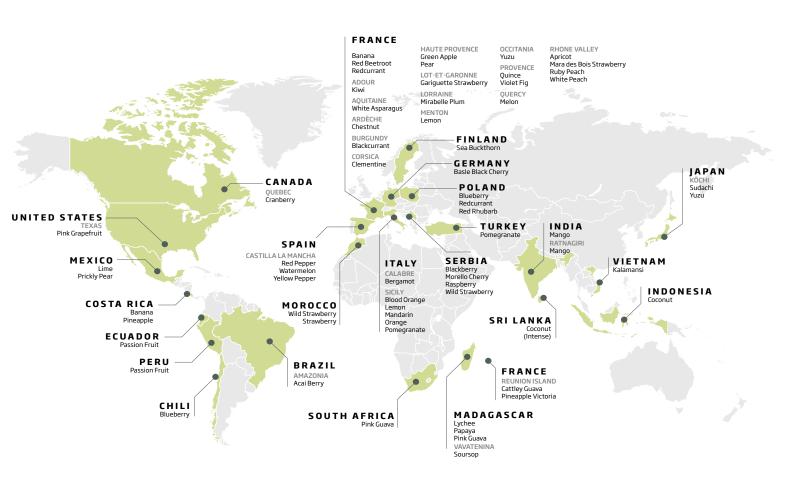






A terroir, climate, variety and expertise come together as a story, a tale told by Ponthier to make each taste experience a unique journey.

#### EXCLUSIVE TRACABILITY



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