



# Rethinking Juice Processing

*From Pasteurization to Filtration*



Donaldson<sup>®</sup>  
FILTRATION SOLUTIONS

# Trends Shaping Consumer Choices



**Healthier  
lifestyles**



**Brands  
with a story**



**Authentic  
experiences**



# NFC Orange Juice, Evolved

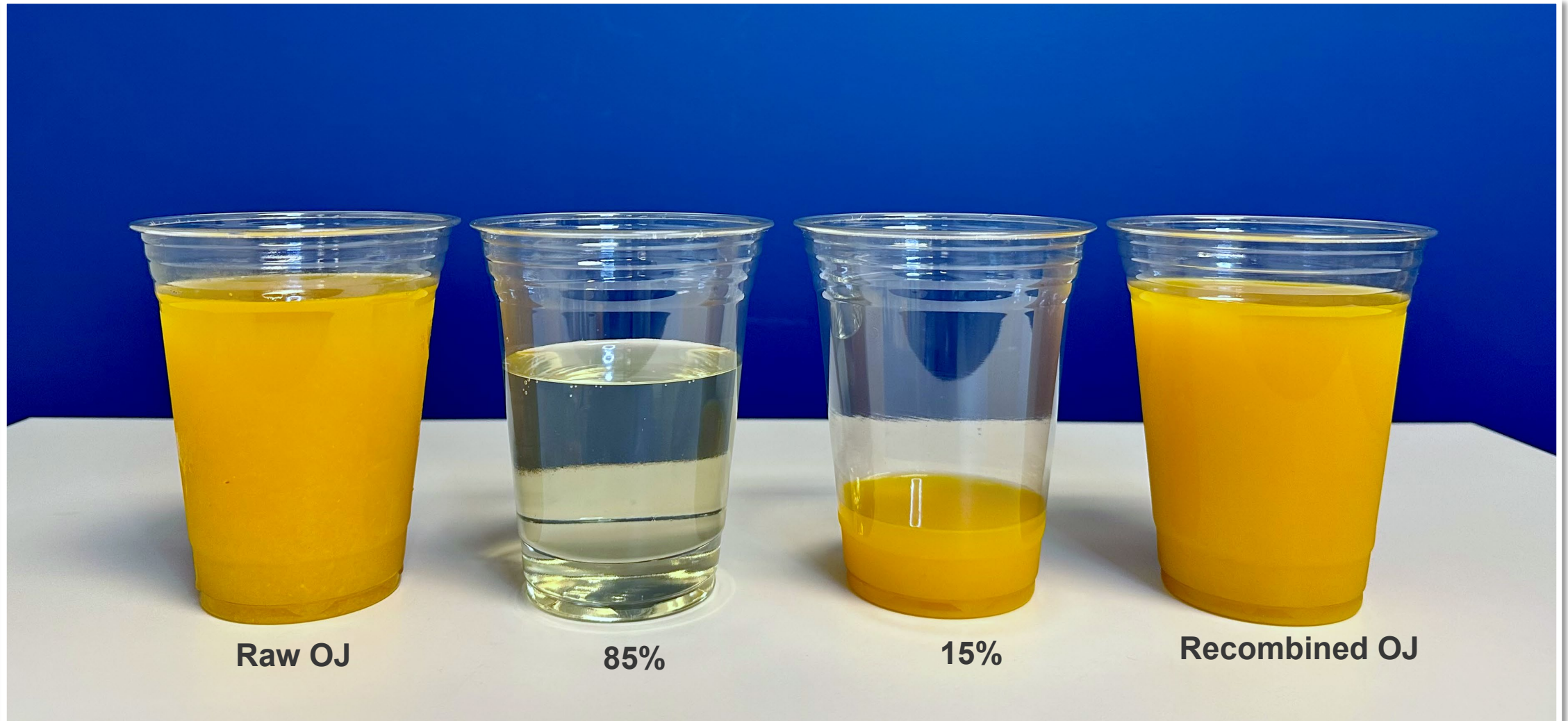


## EXTENDED SHELF-LIFE MEETS FRESH-SQUEEZED

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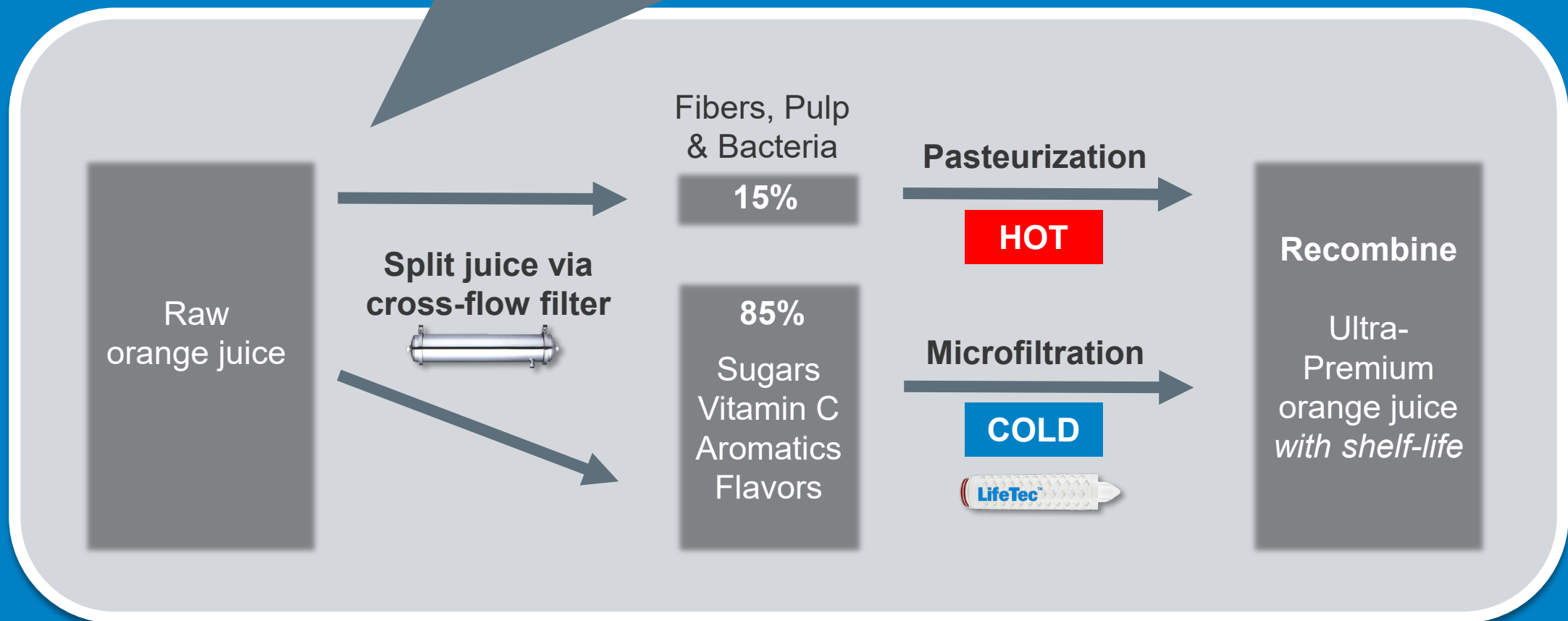
Using our expertise in filtration, we protect the delicate qualities from pasteurization.

# A Visual Look at the Process



# Preserving What Matters Most

85% of juice can bypass pasteurization by going through Donaldson filters; thus preserving fresh-squeezed taste





# Bringing the Process to Scale



# Bringing the Process to Scale





# Results From Pilot Scale Testing



## 60+ DAY SHELF-LIFE WITH FRESH TASTE

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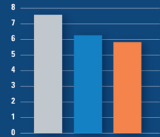
- ✓ Microbial stability & shelf life
- ✓ No significant taste difference
- ✓ Consistent organoleptic quality



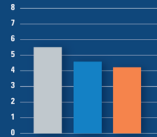
# Freshness You Can Taste

## How Donaldson-filtered orange juice compares

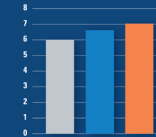
**BITTER  
FLAVOUR**



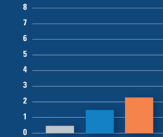
**ORANGE  
CANDY  
AROMA**



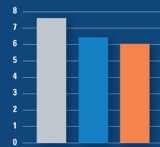
**NATURAL  
ORANGE  
AROMA**



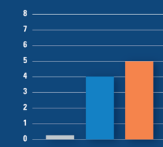
**PULP  
QUANTITY  
(VISUAL)**



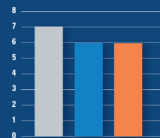
**ASTRINGENT**



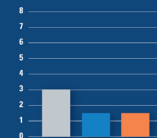
**THICKNESS**



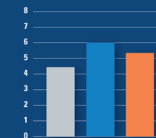
**ACID TASTE**



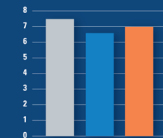
**CITRUS  
AROMA**



**SWEET  
FLAVOUR**



**AROMA  
INTENSITY**



Pasterized

Donaldson-filtered

Fresh Squeezed

# Unlocking Market Potential



**Satisfy Consumer Preferences**



**Differentiate in the Market**



**Expand product possibilities**





谢谢 Terima kasih

Děkuji Danke Grazie

Thank you □ □ □ □ □

Gracias ċŻńčŁ

Obrigado Merci

ありがとう Dziękuję

شكرا Bedankt

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A low-angle, upward-looking photograph of five children's hands holding clear glasses filled with orange juice. The children are positioned around the edges of the frame, their faces partially visible as they look up. The background is a bright blue sky with out-of-focus green foliage. The word "Questions?" is centered in white text over the middle of the image.

Questions?