

PRODUCT
CATALOG



*FRUVE means QUALITY,
and that's our PROMISE!*



Fruve[®]
NATURAL FOODS

ABOUT US

FRUVE NATURAL FOODS is located in Izmir, Turkey. Founded on a 6 ha. land, we are a state-of-the-art fruit and vegetable processing plant.

Our custom **ovens** make products with superior taste, ensure **homogenous drying**, as well as **consistent product moisture** throughout the years.

All preparation, processing and oven drying is completed inside our **refrigerated High-Care Low-Care** facility. The risks encountered with sun dried products such as high microbiological counts and contaminants (stones, insects, insect eggs or plant foreign materials) are never found in our products due to our meticulous Quality Assurance system, High-Care Low-Care production system and our proprietary oven drying technology.

Fruits and vegetables are oven dried in the following formats:

- Oven Semi Dried IQF Frozen -18 C° storage
- Oven Dried Room Temperature storage

We also offer products that are frozen fresh:

- IQF Frozen -18 C° storage

We never outsource any of the processing steps to an outside facility; we only use the systems and machinery in our plant. Our enclosed system ensures top product quality and hygiene levels. This means the best tasting and safest food for our customers.

For frozen products, we use **IQF freezing technology using CO₂** (carbon dioxide). When thawed, **CO₂ freezing** ensures **superior taste** compared to alternative less expensive gases.

Modified Atmosphere Packaging (MAP) is available and can be provided when requested.

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PRODUCTION STANDARDS

Our production and a whole range of products are **BRC, IFS, Halal and Kosher certified**. We also manufacture according to an array of **International Food Codex** including the EU's Food Regulations and USAs FDA standards. In order to stay compliant to multiple norms, we have created and follow our own standards, specifications and procedures.

Among many other steps, we audit our suppliers' facilities, inspect farms and orchards, and check all crops and production materials for compliance to our standards as they arrive to our facility.

Before harvest we take **samples of crops**, and send to **3rd party accredited laboratories** to analyse for **chemical and pesticide residue**.

With our custom built machine parcou, our final products are **consistent in size and shape**; and our **proprietary ovens dry with consistent moisture levels** throughout the season and the years.

HIGH-CARE LOW-CARE PRODUCTION SYSTEM

With our **High-Care Low-Care production systems** the **microbiological counts are unmatched**. After crops are washed thoroughly in multiple steps, they enter into the Low-Care section of our enclosed and refrigerated production facility. As these are fresh crops, there are risks with microbiology. After drying inside our proprietary ovens, microbiological counts come down to very safe levels. High-Care section of our facility is located right after these ovens.

The workers enter into High-Care and Low-Care sections from different change rooms located in the opposite sides of the plant. They wear different colored clothing, and use different tools, materials and machines. High-Care and Low-Care sections are physically separated by walls. **There is no risk of cross contamination.**

CONTRACT FARMERS

We make **contracts with farmers** to procure fresh fruits and vegetables.

Our agricultural engineers visit farmers to audit their farmland before the planting season. We provide seedlings and initial funds to start farm work, and continue to visit farms throughout the growing and harvest periods. During our visits we provide **training and agricultural advice**, and review their **compliance** to our strict **FRUVE Crop Acceptance Specifications**.

Our visits ensure **zero hormone use** and **drastic reduction in chemical use** at our contract farms.

We have **90% year to year retention rate** with our contract farmers. Our win-win system is beneficial to all stakeholders: farmers are economically better off, our crops are healthier, our final products are better tasting and higher quality, and finally our customers are most pleased with our products. Perhaps most important of all, the **long-term productivity of the soil** is secured; the next generation of **farmers** continue to have an **economic future**.

FOOD SAFETY ASSURANCE SYSTEM

Quality Assurance's goal is to consistently provide the **safest** and **best tasting foods**, together with **great customer service**.

Our QA team employs **HACCP** as part of **Food Safety Assurance System**.

Incoming fresh crops, production inputs, equipment surfaces and employee's personal hygiene are checked to ensure food safety. During production, we take samples for **chemical, microbiological** and **physical analyses** at our inhouse laboratory.

For cleaning incoming crops before processing, we use **water fit for human consumption**. Also, **every outlet in plant** gives the same clean water. Our **water filtration** is in accordance with the Turkish Ministry of Health's "regulation for water that is intended for human consumption and use". This water and the filtration system are routinely **tested for microbiological** and **chemical risks**.

Metal detection is a standard **Critical Control Point** for all of our products.

We randomly select sealed product boxes and open them for **Microbiological, Chemical** and **Physical hazards** as part of our routine controls.

FARM TO FORK TRACEABILITY

Traceability starts with seeds and seedlings, which are purchased by our own Purchasing Department. **All our seeds are free of Genetically Modified Organisms (GMO)** and come with an Orange Certificate which indicates their high quality.

As part of our traceability system our Quality Assurance records all inputs and processes, from planting of seeds to metal detection of finished products, **every stage of production is recorded**. We offer **complete Farm to Fork traceability** with confidence: we can **trace** production lots, individual pallets, and down to **a single box**.

In the unlikely event of a recall, our customers don't have to recall a complete container. You will know exactly which boxes to recall.

ON-SITE LABORATORY

We are able to perform many analyses at our on-site laboratory, some of these are:

Physical Analysis		Microbiology Analysis	
Defect Sorting		Aerobic colony count	: ISO 4833
	Chemical Analysis	Yeast	: ISO 7954
pH	: ISO 1842	Molds	: ISO 7954
Brix°	: ISO 2173	E. coli	: ISO 16649 - 1 or 2
% Titratable Acid	: ISO 750	Enterobacteriaceae	: ISO 21528-2
% Salt	: Mohr	Coliform	: ISO 4832
% Moisture	: ISO 7701, 7702, 7703, SartoriusTS		
Total Sulphur (S02)	: 8131		

For analysis of pathogenic microorganism, we use accredited 3rd party laboratories that we have agreements with:

Pathogenic Microorganism Analysis	
Coagulase positive staphylococci	: EN/ISO 6888- 1 or 2
Salmonella spp	: EN/ISO 6579
Listeria monocytogenes	: ISO 11290-1 or 2



OVEN SEMI DRIED & IQF

Chef Ready
Premium Ingredients



Our Chef Ready brand is all about consistently providing the safest and best tasting foods, coupled with great customer service.

Fresh crops are dried in our industrial ovens just to the right moisture. Every batch has consistent moisture levels and product dimensions, and is free of any organic or inorganic contaminants.



All of our Semi Dried products are Individually Quick Frozen (IQF) using CO2, without exception.



Metal detection is a standard Critical Control Point for all of our products.



Oven Semi Dried IQF Tomatoes

Product Code : CR-SDTOM

CUT TYPES



PACKAGING OPTIONS

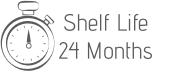
- Bulk 10 kg
- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Plain
- Marinated
- IQF Frozen



Frozen Storage



Shelf Life 24 Months

Oven Semi Dried IQF Cherry Tomatoes

Product Code : CR-SDCTOM

CUT TYPES



PACKAGING OPTIONS

- Bulk 10 kg
- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Plain
- Marinated
- IQF Frozen



Frozen Storage



Shelf Life 24 Months



Oven Semi Dried IQF Green Figs

Product Code : CR-SDGFG

CUT TYPES



SEGMENTS

PACKAGING OPTIONS

- Bulk 10 kg
- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- IQF Frozen
-  Frozen Storage
-  Shelf Life 24 Months

Oven Semi Dried IQF Black Figs

Product Code : CR-SDBFG

CUT TYPES



SEGMENTS

PACKAGING OPTIONS

- Bulk 10 kg
- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- IQF Frozen
-  Frozen Storage
-  Shelf Life 24 Months



CUT TYPES



SLICES

PACKAGING OPTIONS

- Bulk 10 kg
- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- IQF Frozen
-  Frozen Storage
-  Shelf Life 24 Months

OVEN DRIED

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Oven Dried Cherry Tomatoes

Product Code : CR-DCTOM

CUT TYPES



HALVES

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Ready to Eat
 - Ready to Use
 - Snacks
-  Room Temperature Storage
  Shelf Life 24 Months

Oven Dried Beets

Product Code : CR-DBET

CUT TYPES



CHIPS

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- With Skin
 - Ready to Eat
 - Ready to Use
 - Snacks
-  Room Temperature Storage
  Shelf Life 24 Months

Oven Dried Zucchini

Product Code : CR-DZUC

CUT TYPES



CHIPS



MARINATED-SLICES

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Long Slice
 - Round Slice
 - Ready to Eat
 - Ready to Use
 - Snacks
-  Room Temperature Storage
  Shelf Life 24 Months



Oven Dried Oranges

Product Code : CR-DORN

CUT TYPES



CHIPS

SLICES, CUT 1/2

SLICES, CUT 1/4

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Peeled
- With Skin
- Ready to Eat
- Ready to Use
- Snacks



Room Temperature Storage



Shelf Life 24 Months

Oven Dried Mandarins

Product Code : CR-DMND

CUT TYPES



CHIPS

SLICES, CUT 1/2

SLICES, CUT 1/4

PEELED-CHIPS

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Peeled
- With Skin
- Ready to Eat
- Ready to Use
- Snacks



Room Temperature Storage



Shelf Life 24 Months

Oven Dried Lemons

Product Code : CR-DLMN

CUT TYPES



CHIPS

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Peeled
- With Skin
- Ready to Eat
- Ready to Use



Room Temperature Storage



Shelf Life 24 Months



Oven Dried Grapefruits

Product Code : CR-DGRF

CUT TYPES



CHIPS

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Peeled
- With Skin
- Ready to Eat
- Ready to Use
- Snacks



Room Temperature Storage



Shelf Life 24 Months

Oven Dried Apples

Product Code : CR-DAPL

CUT TYPES



CHIPS



CHUNKS



WEDGES



PEELED - CHIPS

PACKAGING OPTIONS

- Vacuum Bag 2 kg - 5 kg
- Doypack (Stand Up Pouch) 50 gr - 2 kg

ATTRIBUTES

- Peeled
- With Skin
- Ready to Eat
- Ready to Use
- Snacks



Room Temperature Storage



Shelf Life 24 Months



ABOUT OUR AGRICULTURAL COMPANIES

Mavuk family has been in farming for generations.

MÜBAY Seracılık A.S. is engaged in fresh tomato farming, while TEVAZU Gıda A.S. is the food manufacturing arm. Finally FRUVE Naturals A.S. is engaged in sales and marketing activities for the products of these two companies.

All 3 companies are wholly owned by the Mavuk family.

OUR VALUES:

- To protect the health of our customers and team members through 100% natural food production
- To farm and process food with environmental sensibilities
- To actively engage in social responsibility projects, in order to improve the socio-economic well-being of farmers and local citizens
- To constantly seek improvements in our systems, operations and product line

Please ask us for a tour of our plants, we will be happy to arrange one for you.

MUBAY GREENHOUSE

We are a **family company** and our roots are firmly planted in farming. Our **GLOBALG.A.P.** and **ITU accredited** greenhouses are located just 5 km from our FRUVE Natural Foods plant. At our greenhouse, we grow with **complete computer automation**.

We use **gray water collection** and **recycling** systems to mix our fertilizer run off water back into our irrigation water. This system protects surrounding farmlands, nearby rivers and aquifers. As an added advantage, we benefit from reduced production costs.

We also use **IPM techniques (integrated pest management)** during cultivation. Just one aspect is the **predatory insects** (Nesidiocoris tenuis) which roam freely inside the greenhouse and feed on pests. These pests would otherwise have to be eliminated using chemical pesticides. As a result, our greenhouse team does not get in contact with chemicals, and **our tomatoes are healthier** for our customers.

MUBAY greenhouse produce are sold in local and international markets in fresh produce isle. When requested, we will be happy to oven dry these tomatoes at our plant.





Production Plant
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