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## Coconut water concentrate boosts juice content

(FoodBusinessNews.net, August 25, 2009)

by Jeff Gelski



LAWRENCEVILLE, N.J. — iTi Tropicals has launched coconut water concentrate (C.W.C.) for the juice industry. While the standard for coconut water is 5 brix, the new coconut water concentrate is a 60 brix concentrate that may be diluted to 0.424 solids per gallon from 6.436 solids per gallon, which means 100 truckloads of C.W.C. may result in about 1,500 truckloads of single-strength juice, according to Lawrenceville-based iTi Tropicals.

The C.W.C. may be used in conjunction with sweeteners such as stevia extracts to accomplish a higher juice content and a lower calorie count within the finished product. The C.W.C. will blend easily because of a gentle flavor and translucent color, according to iTi Tropicals, and it has a low caloric load.

Coconut water is the translucent free-flowing liquid found inside coconuts. It is a good source of potassium and magnesium. It may be labeled as 100% fruit juice.

"Barely processed, containing no refined sugars, and with only one ingredient on its ingredient list, coconut water is nature's own miracle sports drink," iTi Tropicals said.

iTi Tropicals is equipped to provide samples and present seminars and demonstrations to educate customers about coconut water.

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