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AUSTRIA JUICE Rolls Out 30% Reduced-Sugar Fruit Juice Powered by Proprietary TechnologyÂ Â Â Â Â Â

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AUSTRIA JUICE GmbH unveils its fermentation technology, developed to reduce sugars in 100 per cent fruit juice. This natural process lowers sugar and calories by at least 30 per cent while keeping the juice flavourful. Austria Juice is introducing apple juice concentrate as its flagship reduced-sugar product at PLMA in Amsterdam in May 2026.

The patent-pending technology keeps each juiceÂ´s authentic fruit identity and essential properties. This allows beverage companies to label the product as â??reduced-sugar fruit juice from concentrateâ?•. The taste also stays naturally fruit-forward thanks to Austria Juiceâ??s distinct FTNF (From the Named Fruit) know-how.

â??We at AUSTRIA JUICE identified a gap between the desire for 100 per cent fruit juice and the need to reduce sugar consumptionâ?•, explains Kai Oliver Antonius, AUSTRIA JUICEâ??s Vice President. â??Mindful consumers want the nutritional benefits of pure juice, but without the sugar load. They also prefer not to compromise on taste or to sip artificial sweeteners. Meanwhile, we enable our clients to keep their labels cleanâ?•.

The fermentation technology used by AUSTRIA JUICE is patent-pending. Sugar is converted, processing aids are completely removed, and the product is blended with fruit juice concentrate to achieve the desired sugar content. The juice produced contains at least 30 per cent less sugar and a minimum of 30 per cent fewer calories, achieving EU â??Breakfast Directiveâ?• goals.

AUSTRIA JUICE developers chose this process over other methods because it is quick, streamlined and precise. This method prevents off-flavours and secondary notes and makes sure that the final product contains no undesirable alcoholic or fermented aromas.

â??Our reduced-sugar products are market-ready â?? just add your brand and sell, or dilute for ready-to-drink goodnessâ?•, explains Severin Guski, AUSTRIA JUICEâ??s Business Development Manager. â??We are set to serve key players seeking

plug-and-play solutions to reduce sugars in beverages made from 100 per cent fruit juice. Our ready-to-use assortment features three juice concentrates: apple, orange and multifruit.