

# IPD provides Frankfurt importer with a new client from Colombia



## Exotic resources for new taste sensations

The Frankfurt-based company tropextrakt specialises in importing exotic resources for the food sector. Since its foundation in 2002, the enterprise has established its reputation with the introduction of exotic niche products. tropextrakt supplies the big players of the sector with trend-setting fruit and plant products from tropical countries. The company's success is due to the on-going search for reliable suppliers of high-quality products that meet the superior requirements of German and European clients. To that end tropextrakt has established a solid network of exporters in various countries, especially in South America, in recent years. The Import Promotion Desk (IPD) has now been able to furnish tropextrakt with another valuable contact by introducing the Frankfurt-based company to a highly eligible partner at the SIAL 2014 trade fair: Frugy from Colombia.

### TROPIC FRUITS – VERSATILE AROMAS

tropextrakt imports a broad range of natural products made from tropical fruit. Depending on the application, the vegetable raw materials are available as purees, juice, juice concentrate, aromas, extracts, powders or fruit flakes. Numbered among the rare exotic products which tropextrakt supplies to the German market are the acai berry from Brazil, aloe vera from Mexico and the calamondin from the Philippines. A further import product is the “guanabana” (soursop) from Colombia.

The two containers of sample guanabana puree that tropextrakt first ordered from the Colombian exporter Frugy turned out to be highly satisfactory. In South America the fruit is a traditional medical ingredient. It is no less attractive, however, as a versatile, extremely fruity base e.g. for ice cream, juices or yoghurts.

“If you know where to look, discovering a new raw material is easy”, says tropextrakt managing director Ingo Kniepert. “Discovering a new raw material that is produced in the country of origin yet meets all the European quality standards and makes it way to Europe reliably and in a consistently good quality is much more difficult, however.” For tropextrakt transparency in regard to the countries of origin, cultivation methods and supplier reliability is the central issue, he adds, and to create transparency was what the IPD managed to do right from the start. →





“The new products allow us to create entirely new taste sensations”, says Ingo Kniepert.

“Thanks to the IPD, which provided us with the additional contact to the Colombian exporter Frugy, we have been able to start a number of promising projects with our customers.

We are optimistic that the cooperation with Frugy can be expanded in the future.”

Ingo Kniepert, Managing Director tropextrakt GmbH



For further information on the Import Promotion Desk go to [www.importpromotiondesk.de](http://www.importpromotiondesk.de)

**STRICT SELECTION CRITERIA**

The IPD applies high standards to the selection of partner companies. It only brokers exporters which have previously been evaluated on the basis of strict criteria. It is not only the purity and quality of the products that is essential here. The IPD attaches just as great an importance to the existence of a solid organisational structure and previous experience on the international market. In particular, the partner companies have to possess the necessary certification. As part of its sustainable development cooperation approach, the IPD also insists that exporters produce their goods in compliance with exacting environmental and social standards. Frugy S.A. has been active on the international stage for 15 years and has been certified by Ecocert as an organic farming business.

**NEW IDEAS FOR INNOVATIVE PRODUCTS**

The IPD established contact between tropextrakt and Frugy at the SIAL 2014 trade fair. The initial talks at the exhibition booth were soon succeeded by a first trial order with a volume of just under 80,000 US \$. In addition to guanabana, the next delivery contained three other types of fruit whose names are just as exotic: acca, mora and lulo. Up till now, the puree produced from the delicate organic fruits has been only rarely available on the European market. But it is excellent base for the production of soft drinks, desserts and jams.



In contrast to traditional trading firms the tropics experts from Frankfurt not only supply their customers with the raw materials but also with ideas for innovative food products. To do so, tropextrakt has set up a dedicated “idea laboratory” in which a creative team of beverage developers creates new processing methods and recipes together with the clients.

For further information on tropextrakt go to [www.tropextrakt.com](http://www.tropextrakt.com)

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