



PURE



# PURE 100% NATURAL JUICES



**PURE** natural juices are NFC juices  
(not from concentrate)

**PURE** natural juices are made from  
100% fruits and nothing else

**PURE** natural juices contain no  
preservatives or additives

There has not been ever added  
sugar or water to **PURE** natural  
juices



  
**PURE**



# HOW PURE 100% NATURAL JUICES HAVE BEEN PRODUCED ?

The fruits used for **PURE** juices are sourced from carefully selected producers guaranteeing fruits of superior quality.

The fruits have harvested only when perfectly ripe and with the correct sweetness and aroma. This is carefully checked before the fruits are washed and cleaned and extracted into juice and filled into sterile tanks.

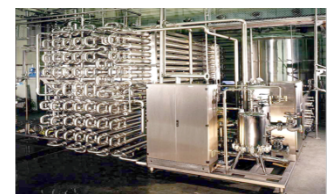
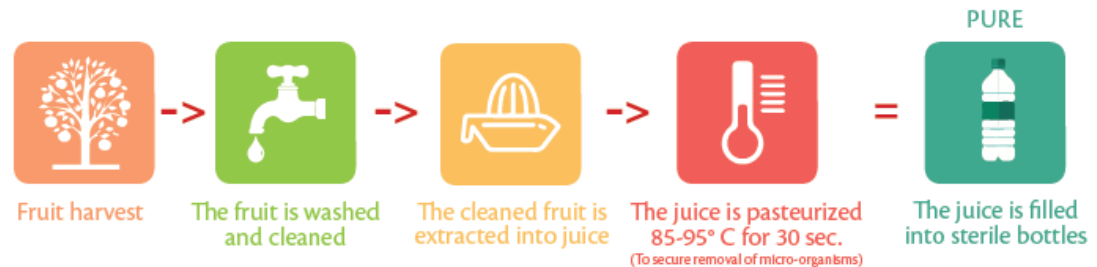


**PURE** natural juices have pasteurised at 85-95°C for 30 seconds, removing pathogens but preserving the aromas and vitamins of the fruits.



**PURE** natural juices have been filled into convenient 100% rPET (100% recycled plastic) bottles at aseptic filling line, ensuring a completely sterile production.

Sterile production and comprehensive quality control make it possible to store the juices unrefrigerated.



# HOW JUICES HAVE BEEN CATEGORISED ?

## JUICE FROM CONCENTRATE

is juiced from the fruit, then filtered through a processor that extracts water. This way, the juice takes up less space when transported. Before being packaged and sold, water is added back into the concentrated juice and it's pasteurised.

Shelf life:  
6-12 months



  
PURE

# HOW JUICES HAVE BEEN CATEGORISED ?

## FRESHLY SQUEEZED JUICE

is unpasteurised juice and has a short shelf life of up to max 12 days – usually less. It must be transported and stored cooled at all times.

Shelf life:  
3-6 days



  
PURE

# HOW JUICES HAVE BEEN CATEGORISED ?

## NOT FROM CONCENTRATE (NFC) JUICE

aims to retain as much of the character of the raw fruit as possible. In general, the only components of the fruit that are intentionally removed in the production process are the insoluble pulp, skin and seeds. No water is added or removed, and process techniques are designed to retain as much of the character of the raw fruit as possible. NFC juice may be pasteurised to control the microbiological loading of the material to aid storage and shelf life.

Shelf life:  
6-9 months



  
PURE

  
PURE



# PURE 100% NATURAL JUICE ORANGE 100cl rPET

Nutrition information  
per 100 ml:

- energy 153 kJ / 36 kcal
- fat < 0.5 g,
- of which saturates < 0.1 g
- carbohydrate 8.8 g,
- of which sugars 8.8 g
- fibre < 0.5 g
- protein 0.5 g
- salt < 0.01 g

EAN bottle: 4745010531118

EAN case (6-pack): 14745010531115

bottle dimensions: 8.2 x 8.2 x 24.7 cm

case dimensions: 25 x 16.6 x 24.9 cm

pallet dimensions: 80 x 120 x 165 cm

684 bottles on one factory pallet

CHEP EUR pallet

PURE 100% natural orange juice is made from high quality fresh, ripe oranges from Brazil and Spain. PURE orange juice is unfiltered and contains 3% orange cells, and the taste and the texture is just like juice from freshly pressed oranges.

It takes 13 oranges to produce 1 litre of  
PURE 100% natural orange juice.

Storage:

unopened: at room temperature

Opened: in a fridge at 1-6°C for 4 days

Format: 100cl rPET



## from 13 oranges

  
**PURE**



# PURE 100% NATURAL JUICE APPLE 100cl rPET

Nutrition information  
per 100 ml:

- energy 173 kJ / 41 kcal
- fat < 0.5 g,
- of which saturates < 0.1 g
- carbohydrate 9.9 g,
- of which sugars 9.9 g
- fibre < 0.5 g
- protein < 0.5 g
- salt < 0.01 g

EAN bottle: 4745010531125

EAN case (6-pack): 14745010531122

bottle dimensions: 8.2 x 8.2 x 24.7 cm

case dimensions: 25 x 16.6 x 24.9 cm

pallet dimensions: 80 x 120 x 165 cm

684 bottles on one factory pallet

CHEP EUR pallet

PURE 100% natural apple juice is unfiltered which ensures a soft and silky taste and natural colour. The juice has a smooth texture and a fresh taste of apples.

It takes 11 apples to produce 1 litre of  
PURE 100% natural apple juice.

**Storage:**

unopened: at room temperature

Opened: in a fridge at 1-6°C for 4 days

**Format: 100cl rPET**



## from 11 apples

**PURE**



# PURE 100% NATURAL JUICE GRAPEFRUIT 100cl rPET

Nutrition information  
per 100 ml:

- energy 151 kJ / 36 kcal
- fat < 0.5 g,
- of which saturates < 0.1 g
- carbohydrate 8.3 g,
- of which sugars 8.3 g
- fibre < 0.5 g
- protein < 0.5 g
- salt < 0.01 g

EAN bottle: 4745010531026

EAN case (6-pack): 14745010531023

bottle dimensions: 8.2 x 8.2 x 24.7 cm

case dimensions: 25 x 16.6 x 24.9 cm

pallet dimensions: 80 x 120 x 165 cm

684 bottles on one factory pallet

CHEP EUR pallet

PURE 100% natural red grapefruit juice has a sourly, semi sweet taste typical of fresh, ripe red grapefruits. PURE red grapefruit juice is unfiltered and contains 3% red grapefruit cells. The grapefruits we use are grown in Israel, South-Africa, Spain and Mexico.

It takes 6 red grapefruits to produce 1 litre of PURE 100% natural grapefruit juice.

Storage:

unopened: at room temperature

Opened: in a fridge at 1-6°C for 4 days

Format: 100cl rPET



## from 6 red grapefruits

  
PURE



# PURE 100% NATURAL JUICE PINEAPPLE 100cl rPET

Nutrition information  
per 100 ml:

- energy 187 kJ / 44 kcal
- fat < 0.5 g,
- of which saturates < 0.1 g
- carbohydrate 10.5 g,
- of which sugars 10.5 g
- fibre < 0.5 g
- protein < 0.5 g
- salt < 0.01 g

EAN bottle: 4745010531019

EAN case (6-pack): 14745010531016

bottle dimensions: 8.2 x 8.2 x 24.7 cm

case dimensions: 25 x 16.6 x 24.9 cm

pallet dimensions: 80 x 120 x 165 cm

684 bottles on one factory pallet

CHEP EUR pallet

PURE 100% natural pineapple juice is made from delicate, premium pineapples. PURE pineapple juice is unfiltered and contains 15-20% pulp. The pineapples are cultivated and grown in Costa Rica and Philippines.

It takes 3 pineapples to produce 1 litre of  
PURE 100% natural pineapple juice.

Storage:

unopened: at room temperature

Opened: in a fridge at or below 1-6°C for 4 days

Format: 100cl rPET



## from 3 pineapples

  
**PURE**



# PURE NATURAL JUICE TOMATO 100cl rPET

Nutrition information  
per 100 ml:

- energy 71 kJ / 17 kcal
- fat < 0.5 g,
- of which saturates < 0.1 g
- carbohydrate 3.0 g,
- of which sugars 3.0 g
- fibre 1.0 g
- protein 0.5 g
- salt 0.05 g

EAN bottle: 4745010531033

EAN case (6-pack): 14745010531030

bottle dimensions: 8.2 x 8.2 x 24.7 cm

case dimensions: 25 x 16.6 x 24.9 cm

pallet dimensions: 80 x 120 x 165 cm

684 bottles on one factory pallet

CHEP EUR pallet

PURE natural tomato juice is unfiltered which gives to the juice smooth taste and natural color. The juice has a nice texture and the taste of fresh tomatoes from Spain. PURE tomato juice has 0.5 g of sea salt per liter added to make the juice extra tasty.

It takes 10 tomatoes to produce 1 litre of  
PURE natural tomato juice.

Storage:

unopened: at room temperature

Opened: in a fridge at or below 1-6°C for 4 days

Format: 100cl rPET



## from 10 tomatoes

  
PURE

