

GET RAZZED ABOUT FROZEN RASPBERRIES

The taste you love, the nutrition you want®



Bursting with a sweetly tart flavor and vibrant red color, red raspberries are among the most widely enjoyed berries in the United States. While growing and nurturing this delicate fruit is a 12-month operation, the intense summer harvest season lasts only a few weeks. The best way to enjoy this summer sensation year-round is to **head to the freezer aisle.**

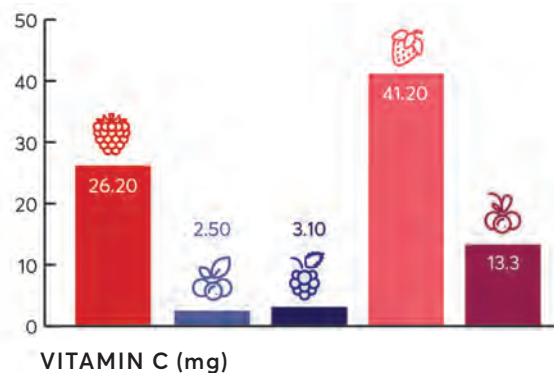
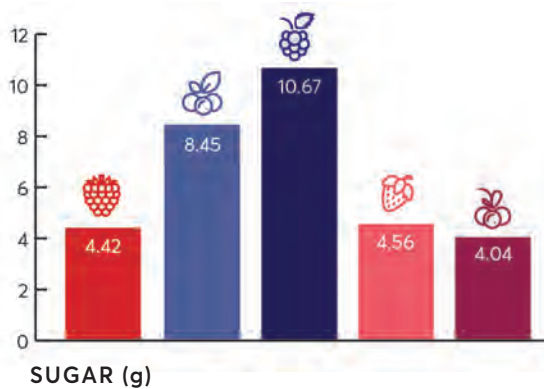
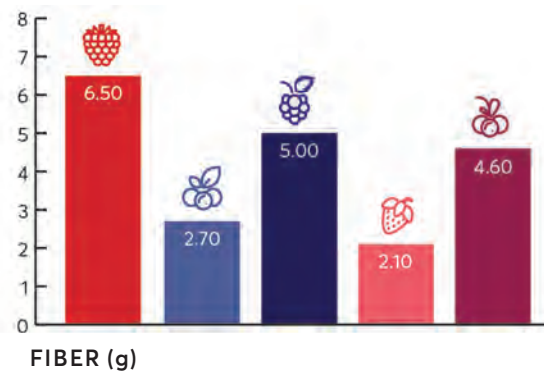
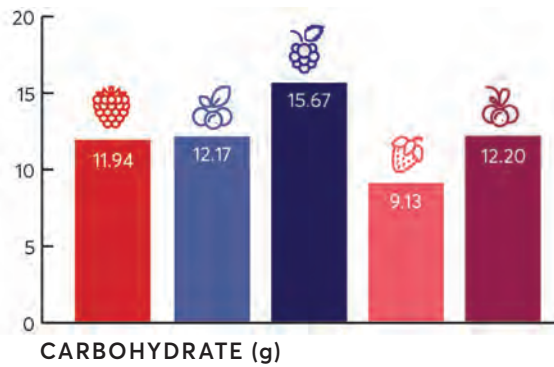
WHY FROZEN RASPBERRIES?

Picked at peak ripeness, red raspberries are frozen within hours of harvest—often on the same farm as they were grown. Only the highest quality raspberries are selected for freezing, and the gentle flash-freezing process maintains the fruit's flavor and nutrient integrity.

TOP 10 FACTS ABOUT FROZEN RASPBERRIES

1. **80** calories per cup
2. More **fiber** than any other berry: **9 grams per cup** or 36% Daily Value
3. One of the **lowest** in natural sugar content compared to other berries
4. High in **vitamin C**, providing 60% Daily Value per cup
5. Frozen at peak of **ripeness**
6. Packed with **phytochemicals** that may help slow the aging process and may reduce the risk of certain diseases
7. Offer convenience and consistent **quality** right out of the freezer
8. **No waste** or spoilage
9. Available **year-round**
10. Contain **no added sugar** or preservatives

BERRY COMPARISON (per 100g serving)



Data from USDA Nutrient Database SR27, accessed June 2015.

INCREASE YOUR 'RAZZIPE' REPERTOIRE

The sweet and tart flavors of raspberries make them very versatile from a culinary standpoint, pairing well with fruits such as lemon, key lime, apricot, peach, and plum; spices and herbs such as mint, ginger, cinnamon, chili, or thyme; dairy and cheeses such as goat cheese, ricotta, yogurt or custard; and can bring out the best in chocolate or vanilla flavors. Chefs add acid to enhance flavor, and raspberries naturally have this and can complement stronger flavors, such as jalapeno (think raspberry salsa!).



BAKING

When baking with frozen raspberries, leave them frozen until you are ready to add to the batter so they maintain their integrity and won't "bleed."



AS A TOPPING

Scoop frozen raspberries into your bowl of steaming hot oatmeal to help cool it down and add flavor.

When using frozen raspberries in cold cereal, scattered in a salad or stirred into yogurt, let the berries stand a few minutes at room temperature before adding.



IN BEVERAGES

Add frozen raspberries into water, iced tea or lemonade to help chill and add flavor.

Blend frozen raspberries with your favorite protein powder, orange juice along with any other fruits or vegetables for a delicious protein-packed smoothie.

Visit www.redrazz.org for raspberry recipes covering sweet to savory, to soups and smoothies!

ABOUT THE NATIONAL PROCESSED RASPBERRY COUNCIL

Created in 2013, the National Processed Raspberry Council (NPRC) represents the processed raspberry industry and is supported by assessments from both domestic and imported sources. The NPRC is responsible for marketing processed raspberries in the U.S. and is committed to promoting the growth of the entire industry. Processed raspberries are frozen at the peak of ripeness to lock in flavor and nutrition. NPRC's mission is to invest in research on the health and wellness benefits of raspberry consumption and communicate the advantages of raspberries to consumers, food manufacturers and foodservice decision makers in order to build demand and secure the long-term viability of the industry.

SOURCES

- [1] Nile SH, Park SW, *Edible Berries: Bioactive Compounds and their effects on human health*. *Nutrition* 2014 Feb; 30(2) 134-44.
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- [5] Basu A et al. *Berries Emerging Impact on Cardiovascular Health*. *Nutrition Review*. 2010 March 68(8) 168-177.
- [6] Harini Set al. *Prevention of Oxidative DNA Damage by Bioactive Berry Components* *Nutrition and Cancer* 2008 60(S1) 36-42.

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