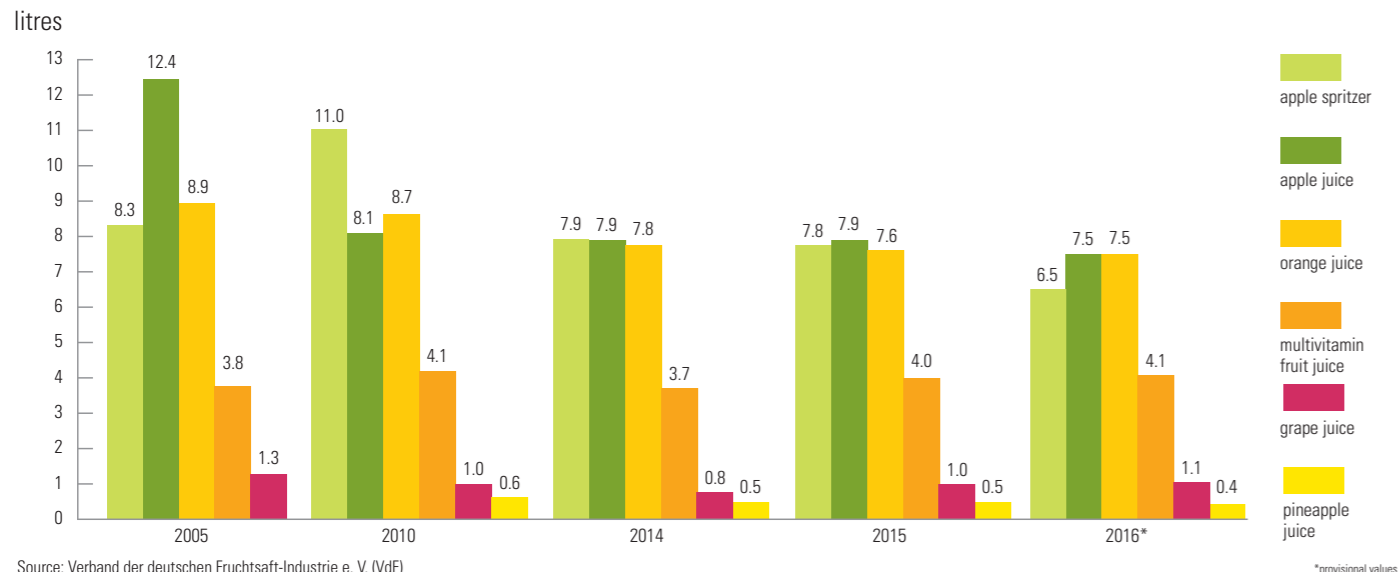


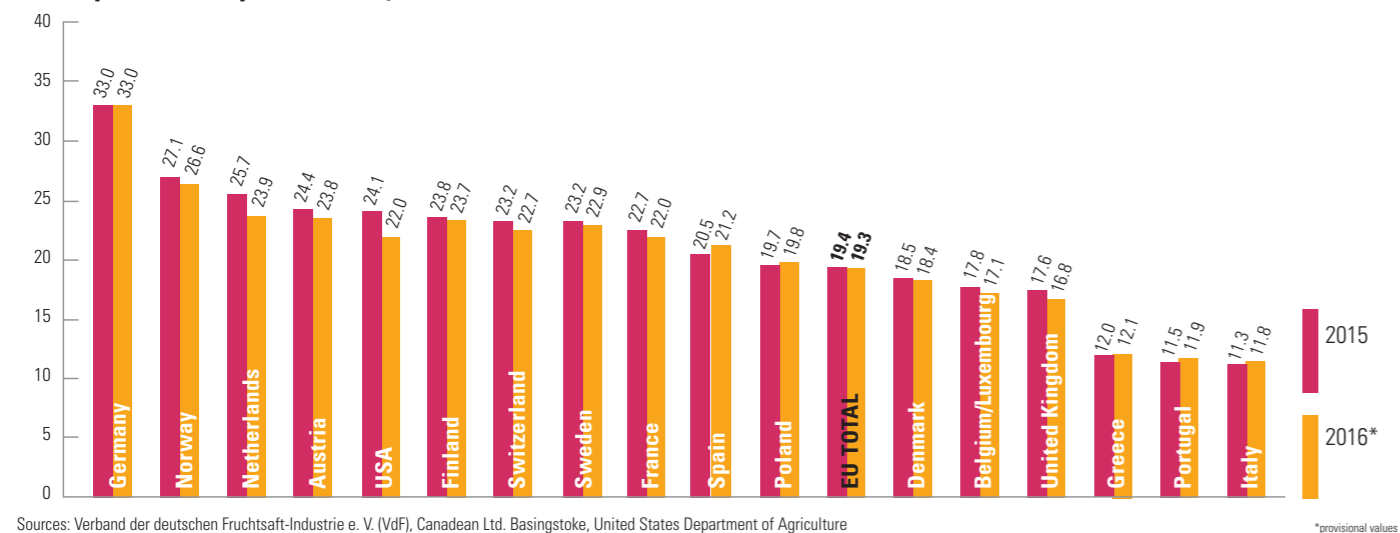
The most popular fruit juices and apple spritzer/schorle

Development of the per-capita-consumption in Germany (in litres)



Germany is leader in fruit juice consumption

Per-capita-consumption of fruit juices and nectars 2015/2016* in litres



The Association of the German Fruit Juice Industry (VdF)

The VdF is the federal association of fruit juice/nectar and vegetable juice/nectar producers in Germany. It represents the common interests of its members both nationally and internationally towards public authorities, institutions and associations. It informs its members in all technical and legal matters related to the fruit juice and beverage industry.

The aim of VdF's work in the European Fruit Juice Association (AIJN) in Brussels and the International Federation of Fruit Juice Producers (IFU) in Paris is to ensure the high quality of fruit juices and fruit nectars – in the interest of the consumer and fair competition.

The members and the Executive Committee can trust on the professional competence and market knowledge of their expert committees for

- technology, environment and research
- legislation, competition and food science
- SME policy, business management and tax issues
- public relations

Through the work and reporting of these expert committees, a continuous exchange of views is given and a consumer-orientated development of the industry is ensured.

Foundation of the association:

17th January 1951

Members:

There are 345 fruit juice producers organized in the VdF. 184 direct members and 161 small companies are supported by 5 regional associations, which in turn belong to the VdF. Consequently, more than 99 percent of the companies in Germany are organised in the VdF in terms of economic importance and approx. 92 percent in terms of numbers.

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German Fruit Juice Industry

Facts & Figures 2016

Frucht
Saft

Who's who on the juice shelves?

Fruit juice

Fruit juice consists entirely of 'liquid fruit'. It basically contains neither colourings nor preservatives. There are direct juices and fruit juices made from fruit juice concentrate. Direct juice is filtered as it is obtained from the fruit and bottled or stored for later bottling. In order to obtain concentrated fruit juice, the water is extracted from the freshly squeezed juice under a vacuum. When reconstituted with water, the fruit juice is completely on a par with directly bottled fruit juice. It also contains 100 percent fruit.

Per-capita-consumption of fruit juices in Germany in 2016 was 22.0 litres (2015: 22.5 litres).

Fruit nectar

Some fruits, such as blackcurrants, sour cherries or bananas have so much fruit acid or pulp by nature that they cannot be offered as a fruit juice, but in the form of fruit nectar. Fruit nectar produced from these fruits has a prescribed minimum fruit content of between 25 and 50 percent, depending on the type of fruit. Fruit nectars are also free from colourings and preservatives.

Per-capita-consumption of fruit nectars in Germany in 2016 was 11.0 litres (2015: 10.5 litres).



The German fruit juice industry in figures

fiscal year 2016*

Fruit juice producers	approx. 345
Employees	approx. 7,500
Turnover	3.51 billion €
Industrial production (fruit and vegetable juices/fruit and vegetable nectars/fruit juice drinks without CO ₂)	4.09 billion litres
Per-capita-consumption (fruit juice/fruit nectar/vegetable juice/vegetable nectar)	33.0 litres
Per-capita-consumption Apple spritzer	6.5 litres
Fruit and vegetable processing	approx. 900,000 tons
Imports	1.43 billion €
Exports	1.11 billion €

Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF)

*provisional values

Fruit juice drinks

In the case of fruit juice drinks, the fruits usually only provide the taste. The minimum fruit content is, depending on the type of fruit, around 6 to 30 percent. 'Fruchtsaftschorlen' enjoy a special status; they are made from fruit juice and mineral water. The initial product – fruit juice – is subject to the same regulations as 100 percent fruit juice. Apple spritzer, for example, has a fruit content of at least 50, but mostly 60 percent.

Per-capita-consumption of still fruit juice drinks in Germany in 2016 was approx. 8.8 litres (2015: 9.3 litres). Per-capita-consumption of 'Fruchtsaftschorlen' (carbonated fruit juice mixed with mineral water) in Germany in 2016 was approx. 6.5 litres (2015: 7.8 litres).

Regional distribution of the fruit juice producers

Area	Number of companies ¹⁾		Turnover in mil. €	
	2016	2017*	2015	2016*
Verbandsgebiet				
Baden-Württemberg	37	37	339	343
Bavaria	14	13	53	59
Brandenburg/Berlin	12	12	55	54
Hesse	12	12	123	108
Mecklenburg-Western Pomerania	4	4	105	139
Nord	22	23	537	514
Rhineland-Westphalia	27	26	1.189	1.207
Rhineland-Palatinate/Saarland	24	25	993	1.027
Saxony	9	8	15	14
Saxony-Anhalt	9	10	38	40
Thuringia	3	3	2	2
Total	173	173	3,449	3,507

¹⁾Members of the VdF as of 1st January – affiliated companies are not included

Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF)

*provisional values

Structure of the German fruit juice industry*

Turnover in million €	Number of companies	percent	Total turnover 2016 in million €*	percent
up to 0.26	63 (61)	36.4	5.8	0.2
from 0.26 bis 0.50	16 (16)	9.2	5.5	0.2
from 0.50 bis 1.00	16 (17)	9.2	11.7	0.3
from 1.00 bis 2.00	24 (25)	13.9	36.1	1.0
from 2.00 bis 5.00	15 (14)	8.7	41.8	1.2
from 5.00 bis 10.00	6 (6)	3.5	45.5	1.3
from 10.00 bis 25.00	11 (11)	6.4	172.1	4.9
from 25.00 bis 50.00	11 (13)	6.4	387.5	11.1
from 50.00 bis 100.00	4 (3)	2.3	269.5	7.7
from 100.00	7 (7)	4.0	2,531.0	72.2
	173 (173)	100.0	3,506.5	100.0

Members of the VdF as of 1st January 2017 – 11 affiliated companies are not included

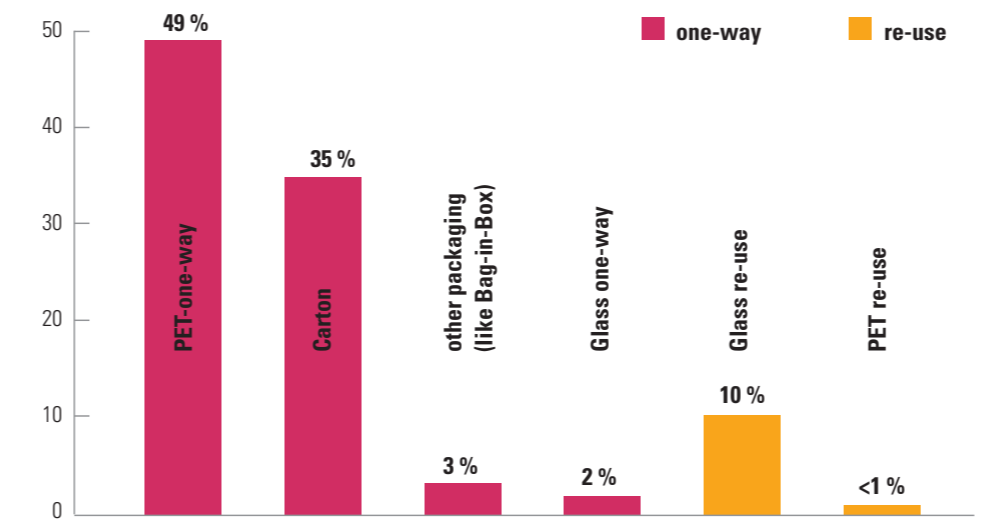
Values as of 1st January 2016 in brackets.

Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF)

*provisional values

Packaging structure 2016*

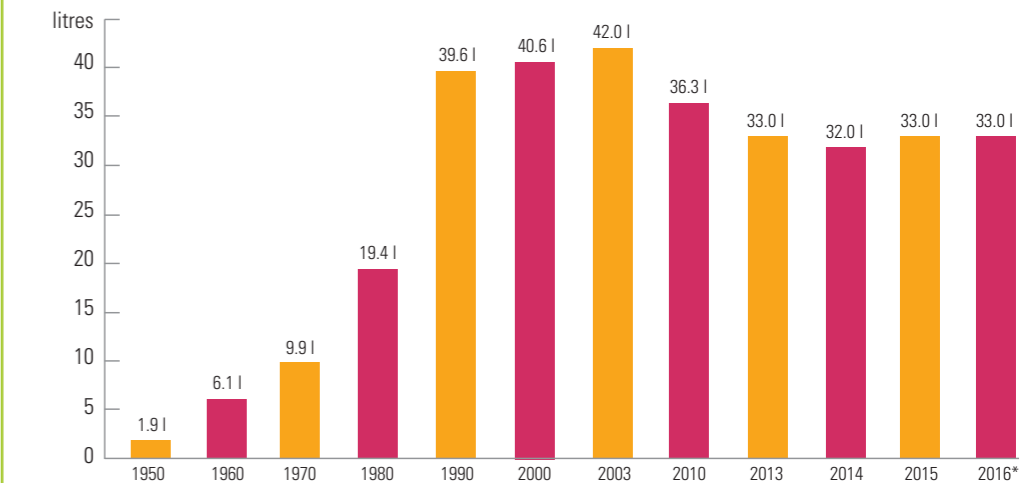
fruit juices/-nectars and vegetable juices/-nectars



*provisional values

Source: GVM

Development of per-capita-consumption of fruit juices/fruit nectars in Germany



Until 1990 only Federal Republic of Germany, since 1991 total Germany

Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF)

*provisional values