



Giraffe – the Pioneering Juice and Smoothies



Who we are?

AJIZ Group is a young and innovative company proud to present Giraffe products, which are the most innovative fruit drinks in the market today. Though at the same time Giraffe juice and smoothies are simple – only fresh fruits squeezed into a bottle and nothing more!

It is highly important for us to develop a fair business of tomorrow. Therefore we have 4 core values that are in our hearts and we follow those values in every step:

- ▶ **Innovations**
- ▶ **Attention to detail**
- ▶ **Professional business culture**
- ▶ **Respect to our nature**

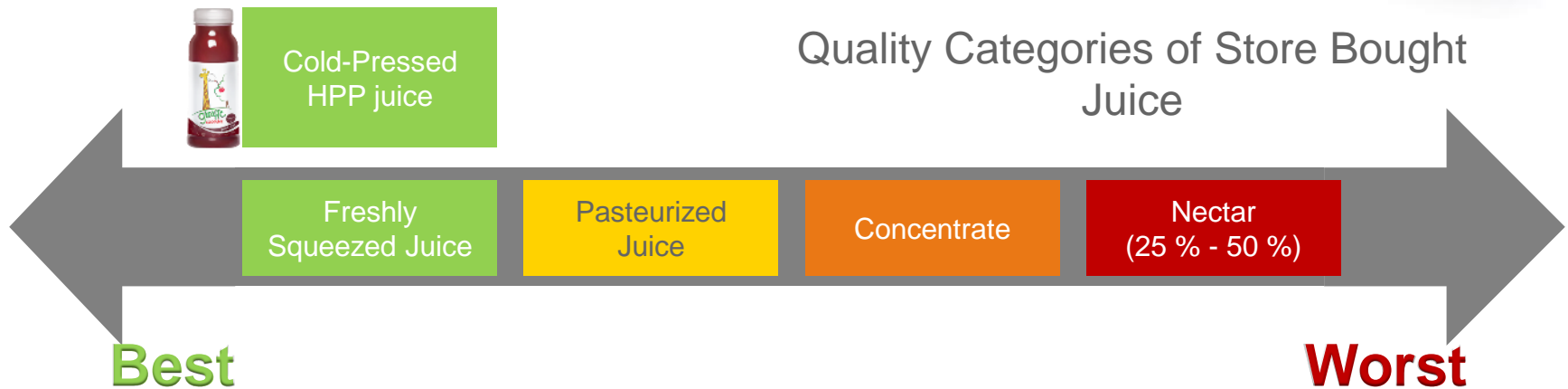
By following these values we seek to enhance people's lives by providing them healthy grab-and-go option to get daily portion of fresh fruits and vegetables

Giraffe - The Pioneering Juice and Smoothies

Giraffe products are cold-pressed juice and smoothies processed with innovative High Pressure Processing (HPP) technology.

As a result, our products' smell, taste and nutrition remains absolutely the same as freshly picked fruits.

- ▶ Giraffe juice and smoothies are the only ***not heated bottled juice and smoothies in the market***
- ▶ ***We provide absolutely fresh products without any additives***
- ▶ ***We will never ever use juice from concentrate***



Source: foodbabe.com, 2013

Mango – Passion Fruit Smoothie

This is a classical exotic taste, loaded with a significant amount of natural Vitamin C, which comes from fresh exotic fruits, created by a tropical heat. Feel the exotic energy!

Ingredients: 1/3 mango, 1/2 Passion Fruit, 1/2 banana, 1 orange, 1/4 apple and nothing more!

Shelf Life: 45 days

Unit: 250 ml, PET

Storage Conditions : 0 °C - +7°C

Nutrition Facts: RDA

Nutritional value	152,5 kcal
Vitamin C	75 %
Folic acid	17 %
Vitamin E	10 %
Vitamin A	9 %

Features: Giraffe Smoothie is a thick, creamy drink that contains only fresh fruits and vegetables. Therefore it is full of natural vitamins and antioxidants. Giraffe products are free from any additives, sweeteners, sugar, water, flavor and taste enhancers. Nevertheless, we use only carefully selected non GMO fruits and vegetable.



In this bottle fruits comes from 9 different countries:



Piña Colada Smoothie

Piña Colada means freshly pressed pineapple juice. In this bottle you will find a quarter of this amazing fruit. It is more than enough to feel the taste of dreamy Caribbean...

Ingredients: 1/4 pineapple, 1/2 banana, 1/2 orange, a piece of coconut, 5 tea spoons of coconut milk and nothing more!

Shelf Life: 45 days

Unit: 250 ml, PET

Storage Conditions: 0 °C - +7°C

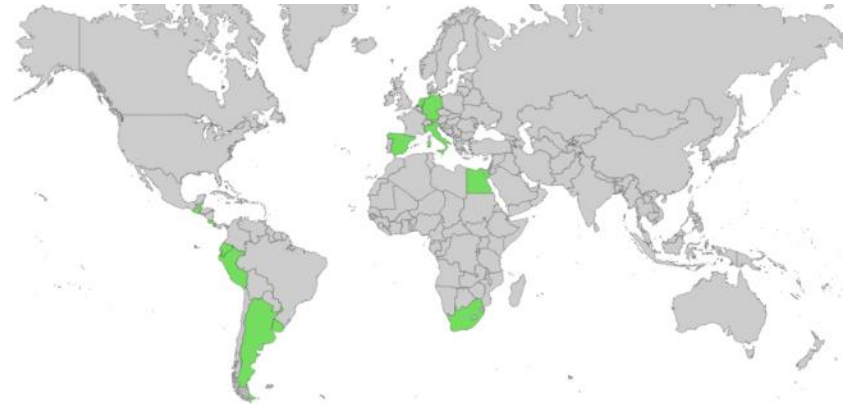
Nutrition Facts: RDA

Nutritional value	177,5 kcal
Vitamin C	69 %
Folic acid	11 %
Vitamin A	2 %
Vitamin E	2 %

Features: Giraffe Smoothie is a thick, creamy drink that contains only fresh fruits and vegetables. Therefore it is full of natural vitamins and antioxidants. Giraffe products are free from any additives, sweeteners, sugar, water, flavor and taste enhancers. Nevertheless, we use only carefully selected non GMO fruits and vegetable.



In this bottle fruits comes from 12 different countries:



Forest Fruit and Yogurt Smoothie

Do you remember those days, when your grandma gave you some berries with fresh milk? Our combination of wild berries and yogurt will bring back that sensational feeling...

Ingredients: 1 apple, 4 strawberries, 4 raspberries, 1/4 banana, handful of black currants, 3 blackberries, 3 tea spoons of natural yogurt and nothing more!

Shelf Life: 45 days

Unit: 250 ml, PET

Storage Conditions : 0 °C - +7°C

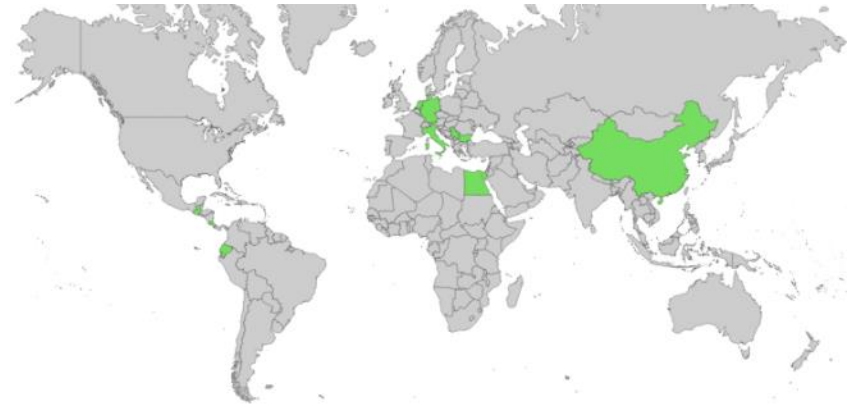
Nutrition Facts: RDA

Nutritional value	120 kcal
Vitamin C	72 %
Folic acid	22 %
Vitamin E	8 %
Vitamin A	2 %

Features: Giraffe Smoothie is a thick, creamy drink that contains only fresh fruits and vegetables. Therefore it is full of natural vitamins and antioxidants. Giraffe products are free from any additives, sweeteners, sugar, water, flavor and taste enhancers. Nevertheless, we use only carefully selected non GMO fruits and vegetable.



In this bottle fruits comes from 11 different countries:



Apple Carrot Juice

It is said less is more. This recipe is absolutely simple, however the combination of two highly balanced tastes makes something what we call close to perfection.

Ingredients: 3 sweet carrots, 2 fresh apples and nothing more!

Shelf Life: 30 days

Unit: 250 ml, PET

Storage Conditions : 0 °C - +7°C

Nutrition Facts: RDA

Nutritional value 90 kcal

Vitamin A 403 %

Features: Giraffe Juice is full of natural vitamins and antioxidants, because it contains only fresh vegetables and fruits. Giraffe products are free from any additives, sweeteners, sugar, water, flavor and taste enhancers. Nevertheless, we use only carefully selected non GMO ingredients.



In this bottle fruits comes from 4 different countries:



Fresh Orange Juice

This is a classical well-liked taste which we push to the limit by making it superior – the taste is balanced by using fruits from different continents. Therefore not too sour, not too sweet – Simply perfect.

Ingredients: 8 oranges and nothing more!

Shelf Life: 45 days

Unit: 500ml, PET

Storage Conditions : 0 °C - +7°C

Nutrition Facts of 100 ml: RDA

Nutritional value	235 kcal
Vitamin C	63%
Vitamin B9	14%

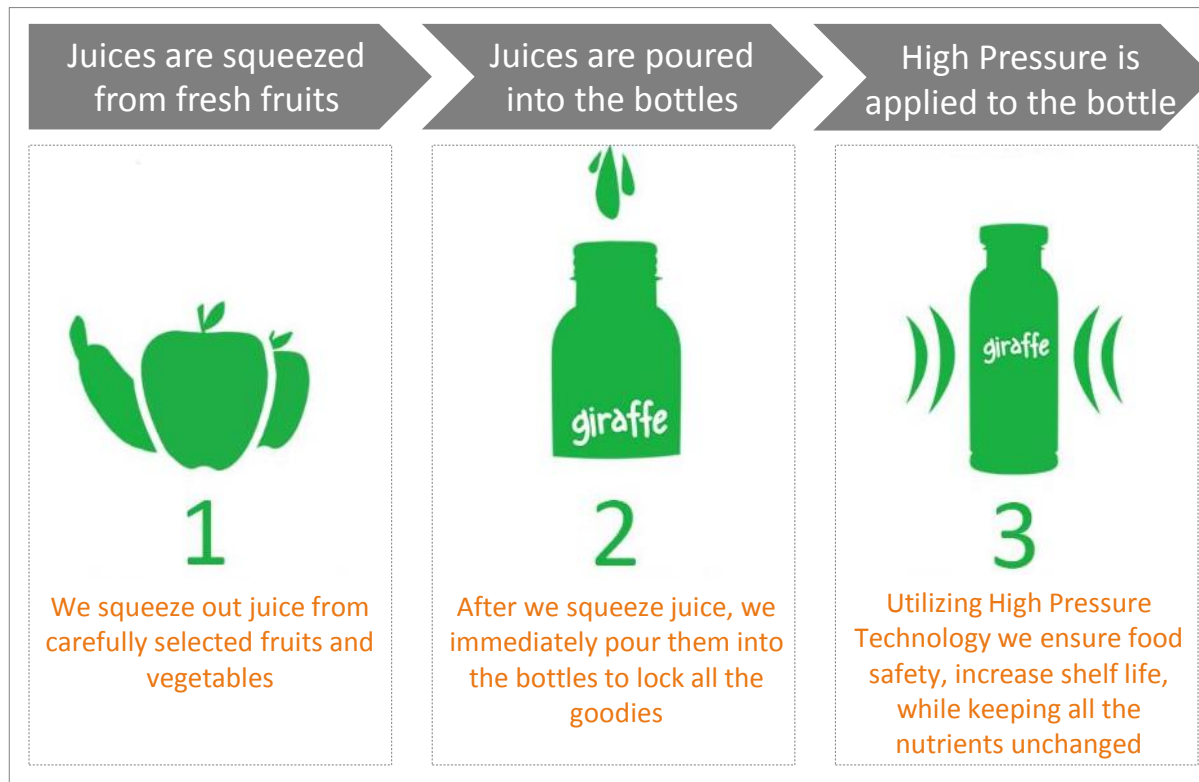
Features: Giraffe Juice is full of natural vitamins and antioxidants, because it contains only fresh fruits. Giraffe products are free from any additives, sweeteners, sugar, water, flavour and taste enhancers. Nevertheless, we use only carefully selected non GMO ingredients.



In this bottle fruits comes from 9 different countries:



High Pressure Processing (HPP) Enables to Produce A Next Generation of Juice



We utilize HPP to produce fresh smoothies and juice, which were available only in specialized juice bars before!

- ▶ HPP simulates dropping the bottle 30 km under the water and taking it out in 2 minutes. High pressure kills harmful bacteria without affecting its nutrients, flavor and taste
- ▶ As a result, HPP increases shelf life, while nutritional and functional properties remain the same compared with fresh fruit (see Annex 1)

FINALLY WE CREATE PRODUCTS OF SUPER PREMIUM JUICE CATEGORY

Our Products Comply with the Highest Standards

Our emphasized high quality is centered around all our activities, especially daily operations. Therefore we are certified by:

International Food Standard



BRC Global Standard for Food Safety



The HPP technology, which we use, is reshaping juice industry and has already gained recognition from international intelligence firms:

“A truly different health/benefit equation”



“Next-generation of juice”



“Redefining super premium juice category”



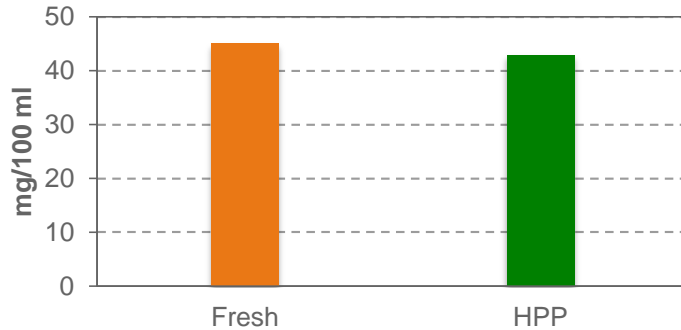


Annexs

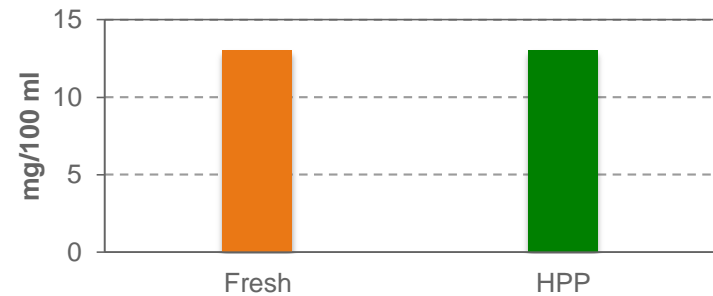


Annex 1: HPP technology

Vitamin C Level Comparison



Vitamin B11 Level Comparison



To summarize HPP technology:

- ▶ It enables food processing at low temperatures;
- ▶ Enables juices to have practically identical characteristics as the fresh fruits;
- ▶ Causes microbial death, while eliminating heat damage and the use of chemical additives, thus leading to improvements in the overall quality of the beverage.

Orange Juice Case Study: HPP and Fresh

