WHY HPP IS ESSENTIAL TO MANUFACTURERS
A 2017 Survey by Universal Pure

EXTENDS DISTRIBUTION RANGE
HPP extends shelf life

94% of producers say they could expand distribution range with longer shelf life

ENABLES CLEAN LABELS

69% of producers believe the most important benefit of HPP is the alleviation of artificial/chemical additives & preservatives

80% of global respondents are concerned about the long-term impact of artificial ingredients*

IMPROVES FOOD SAFETY

63% of producers say food safety is the reason they decided to implement HPP

87,000 psi the amount of pressure that HPP exerts, inactivating pathogens, molds and yeasts

ENHANCES FOOD QUALITY

70% of producers say HPP had the best impact on food quality compared to other processing methods for retaining:
- natural flavor
- optimal color
- vitamins & nutrients

MAINTAINS FRESHNESS
Consumers want fresh foods, and producers are answering their call

94% of producers have been affected by consumer demand for fresh foods

61% are moving away from frozen products towards offering refrigerated options

*2016 Nielsen Survey

*Food Business News

Universal Pure
https://universalpure.com/