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

FRESHNESS IS KEY

85% of retailers say they have been affected by consumer demand for fresh foods & beverages

2 out of 3 retailers indicated they are stocking more fresh & refrigerated products

CONSUMERS WANT BETTER-FOR-YOU FOODS

1/2 of North Americans prefer foods without added preservatives, flavoring, and color*

26% of retailers say eliminating preservatives is valuable to their consumers

FOOD QUALITY REMAINS IMPORTANT

Two Thirds of retailers believe HPP has a better impact on food quality compared to other methods

With HPP, food is packaged at its freshest state, and the HPP process retains nutritional value, vitamins, nutrients and natural flavor

SERIOUS ABOUT FOOD SAFETY

59% of retailers rate HPP’s impact on food safety as better than other processing methods

HPP exerts 87,000 psi of pressure on products, inactivating pathogens, molds and yeasts

EXTENDED SHELF LIFE ADDS VALUE

96% of retailers are more likely to purchase a product with longer shelf life because it:
- reduces waste
- extends value for customers
- allows sourcing from greater distances

HPP extends shelf life 2-10x

*Nielsen Global Consumer Survey: Food Business News

Universal Pure
https://universalpure.com/