

# 5 REASONS WHY HPP IS ESSENTIAL TO MANUFACTURERS

A 2017 Survey by Universal Pure

## EXTENDS DISTRIBUTION RANGE

HPP extends shelf life



2-10x

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\*

\*2016 Nielson Survey



3/4

of U.S. consumers say they read nutritional and **ingredient labels** on food products\*

\*Food Business News

## 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**



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