



We love fresh juice.
Taste our world!

by Hoogesteger 

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History

1955:

Piet Hoogesteger establishes an import & export company in citrus fruit, bananas and hard fruit and start supply to Simon de Wit (former local retailer in Holland which was bought by Albert Heijn).

1980:

Start of Fresh Orange Juice supply to Amsterdam Hilton Hotel.

1988:

A.L. Hoogesteger Fresh Food specialists is founded by Bert Hoogesteger.

1996:

First production of PL freshly squeezed juices for Albert Heijn.

1999/2000:

New High-care squeezing facility is opened and company sold to Riedel.

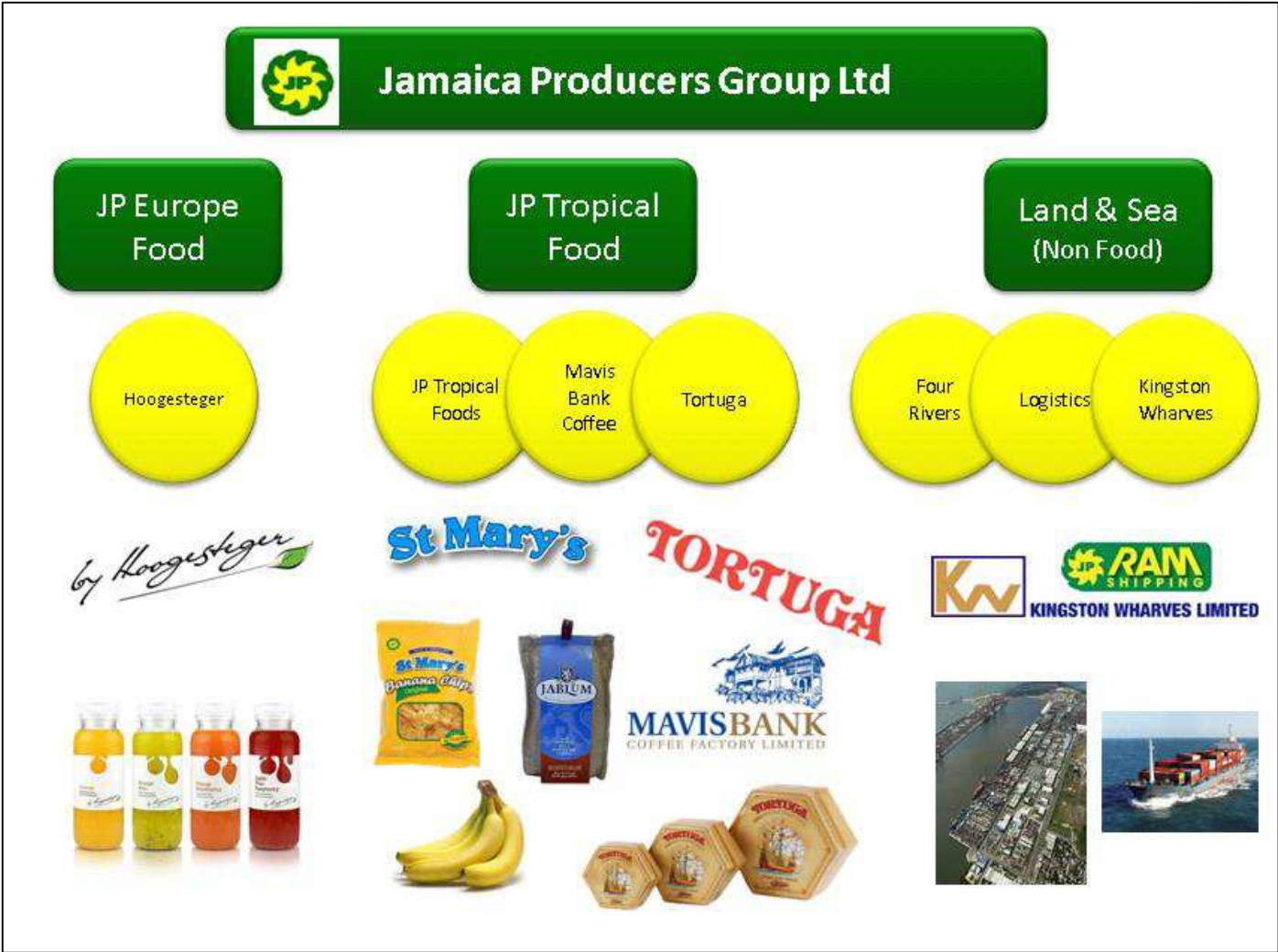
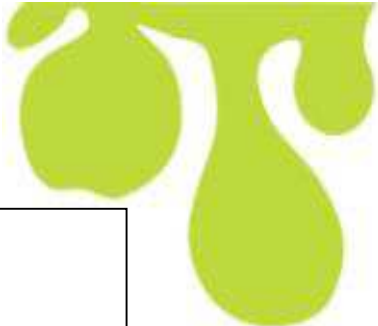
July 2008:

Hoogesteger is non-core for Royal Friesland-Campina and is sold to the Jamaica Producers Group.



by Hoogesteger

Business structure



Background company

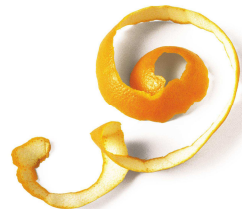
- 🌿 Total sourcing volume:
 - 🍷 35 mln. kg's fresh fruit
 - 🍷 Oranges = 25 mln. kg's.
- 🌿 17 mln. litre juice and smoothies per year.
- 🌿 Highest achievable grades in BRC, GMP+ and BCM certificates
- 🌿 References:



Hoogesteger



- 🍃 We squeeze more than just oranges. We also squeeze strawberries, raspberries, melons, mango's, apples, pears, spinach, carrot and lots more.
- 🍃 Our suppliers are audited under Global Gap, European Legislation, Code of Conduct and Business Practice standards.
- 🍃 No preservatives and without any added fragrances or colours and no pasteurisation or concentrates.
- 🍃 We have our own custom build squeezing machines. For example, we peel (shave) the oranges and slice them in half before squeezing. By squeezing this way, we prevent that any etheric oil or Altenaria fungi comes in the juice, and you only get the best of the fresh juice in the highest achievable quality.



Washing → peeling → squeezing → filling → transport → customer

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Assortment Albert Heijn



1000ml
Glass bottle



500ml Glass
bottle



250ml PET

by Hoogesteger

Assortment Hoogesteger



**2.000 ml
HDPE bottle**

**1.000 ml PET
bottle**

**250 ml PET
bottle**

by Hoogesteger

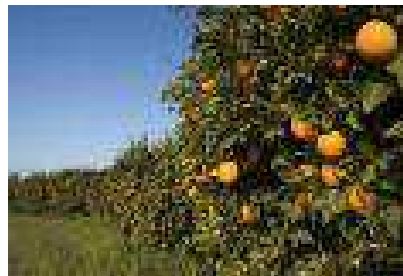
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Shelf life



- Together with Wageningen University Biobased Research we have developed a new technique and are therefore able to deliver you the fresh juices as we produce that for almost 30 years, but with a shelf life of up to 21 days depending on the juice.
- This new technique is Fresh Micro Pulse (FMP) and inactivates micro-organisms, including: bacteria, yeast, molds and pathogens.
- We don't use any heat treatment such as conventional pasteurisation.
- All aromas (taste and sensory), nutritional- and functional properties are preserved.
- FMP is not a batch-wise process, but is an in-line production process which enables us to produce a high volume output.
- Hoogesteger is unique with this new FMP production technique.



Sustainability and Corporate Responsibility



- Every supplier is audited by our own SHEQA-team (Global Gap, European Legislation, Code of Conduct and Business Practice Standards).
- These audits monitor and discuss issues related to:
 - Our high quality standards and specifications (acid, brix etc.).
 - No child labour.
 - Fair wages for employees.
 - Medical care.
 - Environmental safety.
 - Security.
 - Educational opportunities.



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Innovations 2014



- It is our goal to be the most qualitative & innovative producer in the EU of high qualitative fresh liquid fruit and or vegetable based products, produced from real fruit and vegetables but without using puree or NFC and without pasteurizing our products.
- In 2014 we have launched 3 new innovative concepts
 - Oatmeal Smoothies (Skimmed yoghurt, fresh juice, honey, oatmeal and superfoods like flax seed, cocoa, chia seeds and sunflower seeds).
 - Infused Waters (water with fresh herbs)
 - Super Juices (raw vegetables and super fruit).



by Hoogesteger

Contact Hoogesteger



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