



FOR IMMEDIATE RELEASE
Septembre 14, 2016

InFlavor Frozen Vegetables by Bonduelle Americas

Just as Good as Fresh Vegetables

With the new InFlavor dehydration and preparation process using partial vacuum-microwave drying by Bonduelle, vegetables with a high water content retain their flavor like never before – so much so, that professionals and consumers alike agree on the quality of InFlavor vegetables.

Freezing vegetables that have a high water content, such as mushrooms, peppers and onions, is a real challenge as the water released during thawing alters their texture, appearance and taste. With the InFlavor process developed by Bonduelle Americas, a portion of the free water contained in the vegetable is extracted before freezing which preserves its cellular structure and organoleptic qualities. When cooked, InFlavor vegetables compare favorably to fresh vegetables. This technological breakthrough is undeniable. That being said, what do people who are mainly concerned by this think?



FOOD SERVICE PROFESSIONALS

Bonduelle conducted blind taste tests and a qualitative study among food service professionals from the Institut de tourisme et d'hôtellerie du Québec (ITHQ). The results are convincing. Specialists confirmed their interest in the InFlavor products and concluded that the vegetables tested could easily replace fresh vegetables in many situations. In fact, 90% of chefs would be willing to serve InFlavor vegetables. This indicates the significance of the innovation, given that frozen vegetables with a high water content tend to be overlooked by chefs in favor of fresh vegetables.



CONSUMERS

In collaboration with the firm Contract Testing, Bonduelle also conducted a blind tasting with 103 participants. The results are unequivocal. The InFlavor vegetables were comparable to fresh vegetables as consumers were unable to distinguish them from fresh and even commented on their intense flavor.



A HUGE MARKET POTENTIAL

Markets are highly diversified and InFlavor vegetables can be used in so many ways that they have the potential to transform cooking habits in the kitchen. Positive feedback received from food service professionals, as well as influential key players in several niche markets, confirms the market potential for the InFlavor innovation which the company evaluates at more than eight million kilograms. With its new dehydration and preparation process using partial vacuum-microwave drying for vegetables with high water content, Bonduelle once again asserts its position as a world leader in ready-to-use vegetables.

For information:
Lyne Ménard, Brand Manager Food Service for Bonduelle Americas
514 384-4281, ext. 12242
lyne.menard@bonduelle.com

