



INGREDIENTS

THE POWER OF CRANBERRIES IN MODERN BEVERAGES

Inspire fruit-forward innovation with the vibrant flavor, color, and versatility consumers crave



THE FUTURE OF BEVERAGE INNOVATION IS FUNCTIONAL

Today's consumers expect more from their beverages than simple refreshment. As the functional beverage category continues to experience strong double-digit growth,¹ shoppers are actively seeking products that deliver meaningful wellness benefits alongside great taste.

For beverage manufacturers, winning in this evolving landscape means striking the right balance between function, flavor, convenience, and quality.

Brands that successfully align formulation strategies with consumer priorities are best positioned to differentiate, drive trial, and build long-term loyalty.



SUCCESS STORY

A WELLNESS SHOT POWERED BY CRANBERRY DIFFERENTIATION

THE CHALLENGE

A leading European beverage manufacturer set out to expand its wellness shot portfolio with a distinctive offering capable of standing out in an increasingly competitive category. The new formulation needed to complement a ginger-forward flavor profile while delivering vibrant color, functional benefits, and performance stability in a concentrated, nutrient-dense format.

STRATEGIC SOLUTION

Ocean Spray® Ingredients partnered closely with the manufacturer to accelerate product development through collaborative innovation sessions, product sampling, and data-driven market insights. Together, the team identified a solution that aligned with both formulation requirements and consumer demand.

The addition of Cranberry Concentrate 50 Brix transformed the ginger wellness shot into a more distinctive and engaging consumer offering.

Its vibrant red color created immediate shelf impact, while its bright, tart flavor complemented the ginger base to deliver a more balanced taste experience. Beyond sensory appeal, cranberry's recognized health benefits strengthened the product's functional positioning, helping it stand apart in a growing and increasingly competitive wellness shot category.

MARKET SUCCESS

What began as a new product launch quickly became a core offering within the brand's portfolio. Its success has inspired similar product innovations across the region, validating the powerful combination of flavor, functionality, and visual appeal.



Cranberries Elevate the Experience

By combining vibrant visual appeal, wellness-forward credentials, and end-to-end technical support, Ocean Spray® Ingredients helped the beverage manufacturer successfully launch a differentiated wellness shot that resonated with consumers and earned strong shelf presence.

Beyond wellness shots, Cranberry Concentrate provides the formulation flexibility to support a broad range of beverage applications, including kombuchas, functional waters, better-for-you sodas, and other wellness-focused drinks.



FUNCTIONALIZED FORMATS FUELING GROWTH

Today's consumers are looking for convenient ways to support their health goals throughout the day, accelerating innovation across functional beverage formats — from kombucha and enhanced waters to clean energy drinks and wellness shots.

→ THE RISE OF WELLNESS SHOTS

Wellness shots are gaining momentum as a high-impact format for functional beverages, offering consumers a convenient way to incorporate concentrated nutrition into their daily routines. Their portability, efficacy, and perceived potency make them particularly appealing to health-conscious consumers on the go.²

PRODUCT LAUNCHES FEATURING GUT OR
DIGESTIVE HEALTH CLAIMS INCREASED

42%

YEAR OVER YEAR DURING THE
12 MONTHS ENDING JUNE 2025.³

→ WHEN FLAVOR SIGNALS FUNCTION

In functional beverages, bold flavor can do more than create a memorable drinking experience — it can reinforce perceptions of efficacy.⁴ Consumers often associate more intense flavor profiles with higher concentrations of active ingredients, making tart, robust flavors a natural fit for functional formulations.

GLOBALLY, NON-ALCOHOLIC BEVERAGES
DESCRIBED AS 'TART' INCREASED

41%

OVER THE PAST THREE YEARS.⁵



HARNESS THE POWER OF CRANBERRIES IN EVERY SIP

**Cranberry Concentrate: Bold Flavor.
Functional Benefits. Endless Versatility.**

Beverages made with Cranberry Concentrate can be a natural addition to a healthy diet and have been linked to a range of scientifically studied health benefits.

From juices, smoothies, and kombuchas to mocktails, wellness shots, and functional drinks, it delivers the sensory appeal consumers crave and the formulation flexibility beverage innovators need.

✓ **SUPERFRUIT-POWERED NUTRITION**

Cranberry Concentrate delivers a unique combination of naturally occurring polyphenol antioxidants, including proanthocyanidins (PACs) and flavanols. Diets rich in these beneficial plant compounds have been shown to support antioxidant activity and overall wellness.^{6,7}

✓ **GOOD FOR THE GUT**

Research suggests beverages made with Cranberry Concentrate may help support a healthy balance within the gut microbiome.^{8,9}

✓ **SUPPORTS URINARY TRACT HEALTH**

Cranberry Concentrate contains bioactive phytonutrients, including proanthocyanidins (PACs), which studies have shown help prevent bacteria like *E. coli* from adhering within the urinary tract.^{10,11}

✓ **SUPPORTS HEART HEALTH**

Studies suggest beverages made with Cranberry Concentrate may help support cardiovascular wellness by improving blood pressure, reducing blood lipid levels, and lowering markers of inflammation.¹²

Scientific studies supporting these benefits are based on consumption of beverages containing 27% cranberry juice.

Concentrated Benefits. Maximum Impact.



Great Taste

A bright, refreshing tartness that consumers crave



Excellent Blendability

Pairs seamlessly with a wide variety of fruits and flavors, enabling limitless beverage innovation



Natural Color

Delivers a vibrant ruby-red hue that enhances visual appeal and shelf presence

ONE INGREDIENT. INFINITE BEVERAGE POSSIBILITIES.



CHOOSE CRANBERRIES

CHOOSE OCEAN SPRAY® INGREDIENTS

Ocean Spray® Ingredients is the preferred partner for bright, bold, and cranberry-centric solutions. We help beverage manufacturers drive growth through a powerful combination of high-quality ingredients, deep consumer insights, culinary creativity, and inspired innovation.

Ocean Spray®'s Cranberry Concentrate delivers unmatched flavor, vibrant color, exceptional blendability, meaningful wellness benefits, and reliable year-round appeal — all backed by the global leader in all things cranberry.



Sources

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- ⁴ Mintel. Hot shots, part 2: why shots are making a comeback. September 30, 2024.
- ⁵ Mintel. Trending Flavors and Ingredients in Non-Alcoholic Beverages – US – 2025.
- ⁶ Del et al. *Nutrients* 2019;11(6): 1355.
- ⁷ Crowe-White et al. *Adv Nutr* 2022;13(6): 2070-2083.
- ⁸ Gao et al. *Food Funct* 2021;12(15): 6878-6888.
- ⁹ Othaim et al. *Food Front* 2021; 2: 282-293.
- ¹⁰ Kaspar et al. *Food Funct* 2015;6(4): 1212-7.
- ¹¹ Howell et al. *BMC Infect Dis* 2010;10: 94.
- ¹² Novotny et al. *J Nutr* 2015;145(6): 1185-1193.



**Partner with Ocean Spray® Ingredients to
unlock the next generation of cran-fueled
beverage innovation.**

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