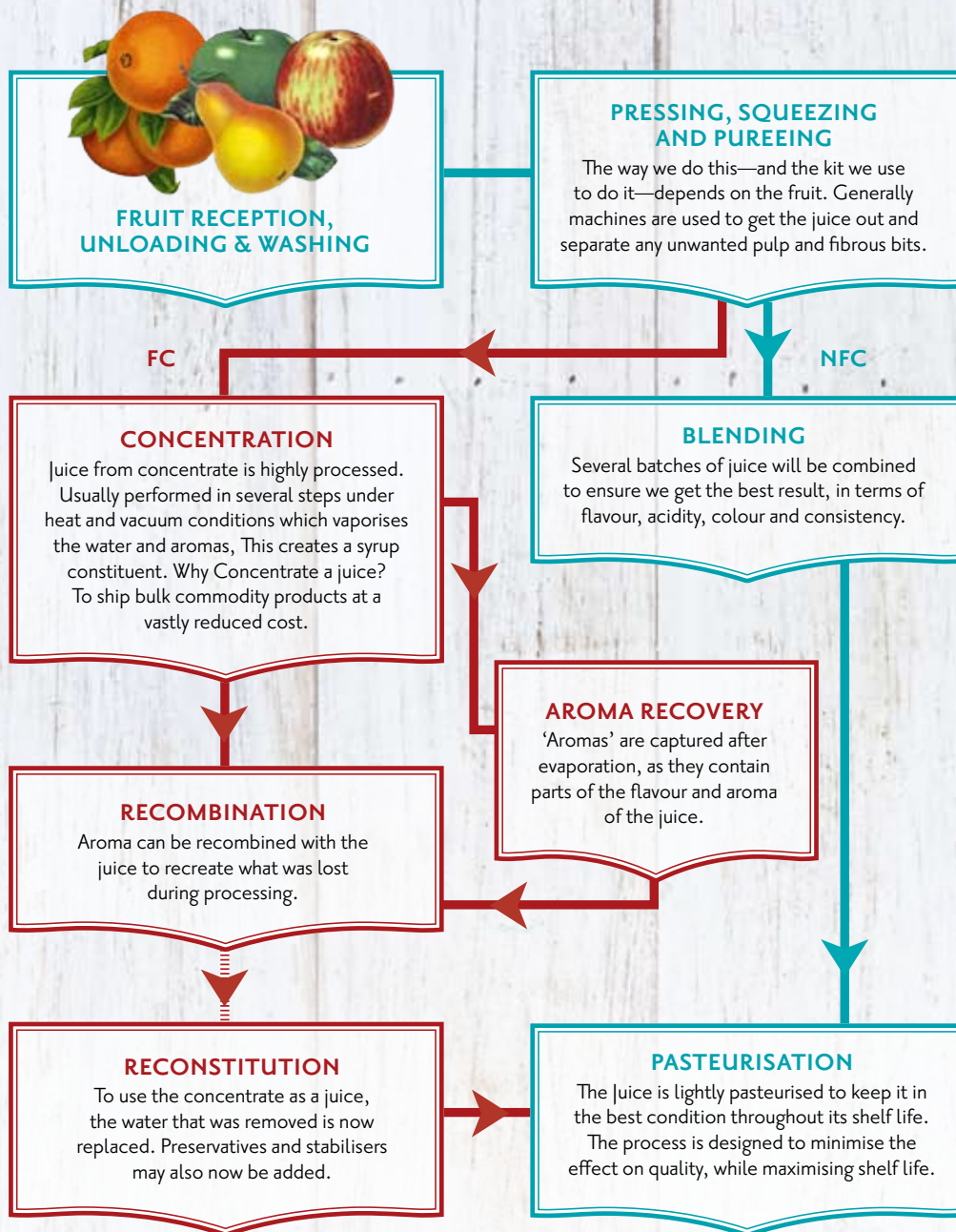


NFC VS. FC

NOT FROM CONCENTRATE VS FROM CONCENTRATE



Frobishers
WE KNOW JUICE

Not all concentrates have the aroma added back in after the concentration process. This part of the juice is a valuable commodity in its own right and is widely used as a natural flavouring. Lower quality concentrates are often supplied without the aroma, meaning the product is cheaper but missing some of its natural fruitiness.