



LA ROUSSE  
FOODS

## Introducing: Nice Fruit

La Rousse Foods is delighted to announce the distributing partnership of the revolutionary brand of frozen products that is [Nice Fruit](#), from Barcelona, Spain. After decades of research, the company has found a new technological system that allows, for the first time in the world, to freeze fresh, ripe fruits and vegetables whilst keeping their original structure and conserving their organoleptic properties: appearance, smell, flavour, texture and all vitamins. The fruits and vegetables are picked at optimum ripeness and the Nice Fruit technology stops them in their ripening process at the perfect time. When the products are defrosted, the process continues as if it had never stopped.

When freezing fresh fruits and vegetables, water particles will expand; when defrosting, the particles' walls break down, causing the fruit to weep and lose its texture. Nice Fruit's technology allows the water particles to expand when freezing so when defrosting the products do not weep or lose texture. This results in a product that is the same, if not better, than fresh fruits and vegetables.

La Rousse Foods is the exclusive Nice Fruit distributor in Ireland and offers a variety of fruits and vegetables from the brand: peach, pineapple, strawberry, orange, avocado, mango, broccoli and red pepper.

