



SUNSWEET INGREDIENTS



Prune Products for Beverage

Natural sweetness, clean label, and year-round supply — premium dried-prune juice for Thailand's beverage industry.

Bangkok • 2026



The Feel Good Fruit™

INGREDIENTS

About Us

Who is Sunsweet Growers?

Our roots

- Founded in **1917**, operating for **110** years
- Grower owned cooperative with **250** families
- Vertically Integrated:
 - Farming
 - Processing
 - Global Sales



Who is Sunsweet Growers?

Our scale

#1 Prune brand worldwide

60,000 Metric Tons of dried prune / year

40+ Countries Sunsweet is exporting across **6** continents



Who is Sunsweet Growers?

Our commitment



BRC

AA-rated processing facility



HALAL

certified



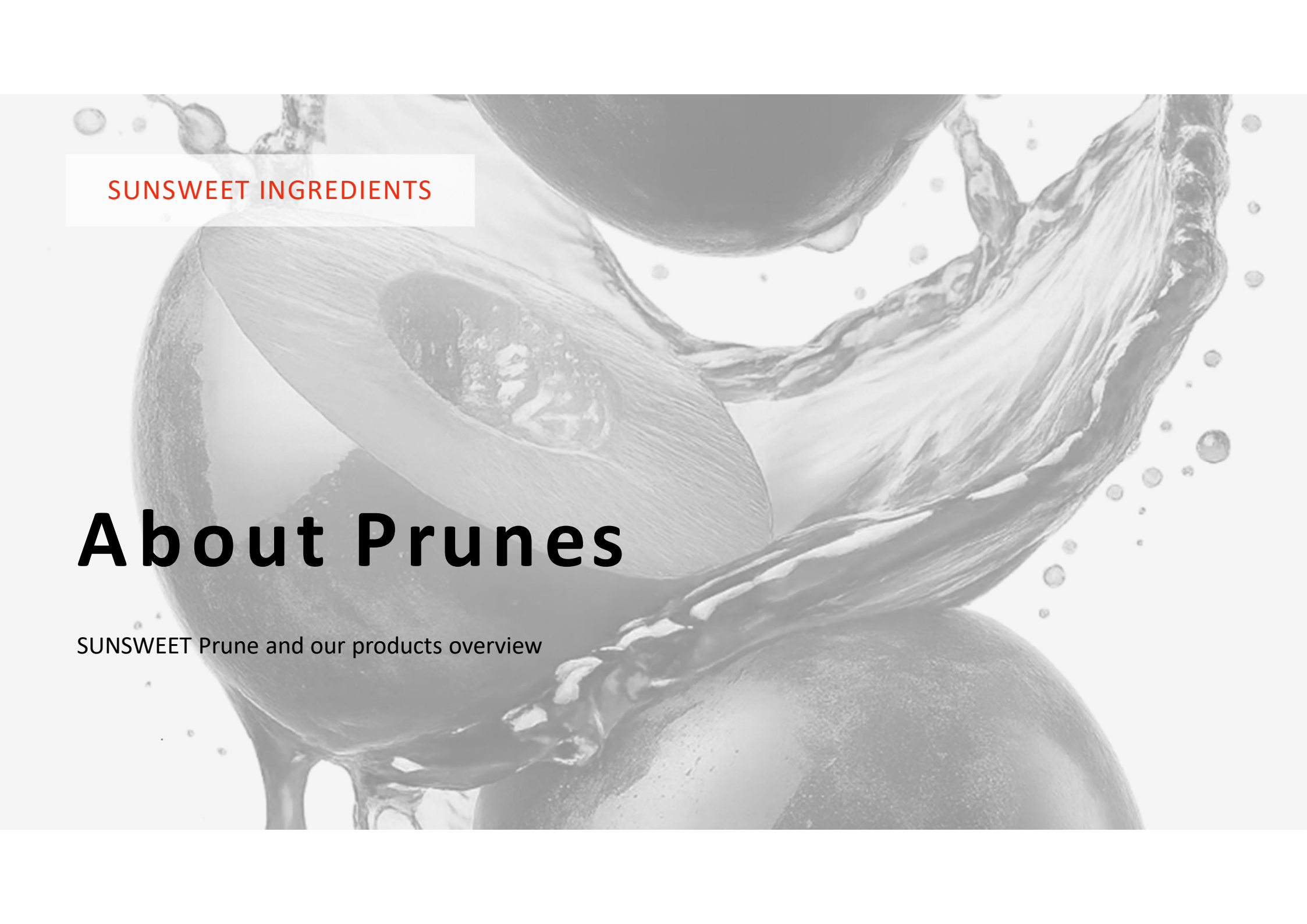
Kosher

certified



SQF

certified



SUNSWEET INGREDIENTS

About Prunes

SUNSWEET Prune and our products overview

California: The World's Premier Prune Growing Region

Rich volcanic soils of the Sacramento River basin provide natural mineral density

Mediterranean climate with hot dry summers and cool winters ideal for prunes

California supplies ~25% of the world's prune production



Origin is not just marketing — it directly determines functional compound levels in the ingredient.





Market Analysis

Functional Beverage Market in Asia

The Functional Beverage Opportunity in SE Asia

SE Asia: the growth backdrop

- SE Asia functional beverage market growing **8.56% CAGR**, projected to exceed **USD11.3** billions by **2033**

Source: IMARC Group, 2025

North Asia is validating the category — SE Asia is where the next wave of prune-based functional beverages will be built.

Japan



On Screen

Korea



On Screen

Prune Juice Concentrate (PJC) — What It Is

Process overview

- Whole dried prunes are rehydrated, hot-water extracted, filtered, and evaporated under vacuum
- Concentration ratio: ~3.3:1 fresh plum to PJC / ~1.1:1 dried prune to PJC
- No artificial additives, no preservatives — single-ingredient concentrate



Plum Juice Concentrate (PPJC) — What It Is

Process overview

- Fresh plums are washed, blanched, pitted, enzyme-treated, heat-processed, and evaporated under vacuum to concentrate
- Concentration ratio: ~3.3:1 fresh plum to PPJC
- No artificial additives, no preservatives — single-ingredient concentrate



PJC vs. Plum Juice Concentrate — Choosing the Right Base

Prune Juice Concentrate (PJC)

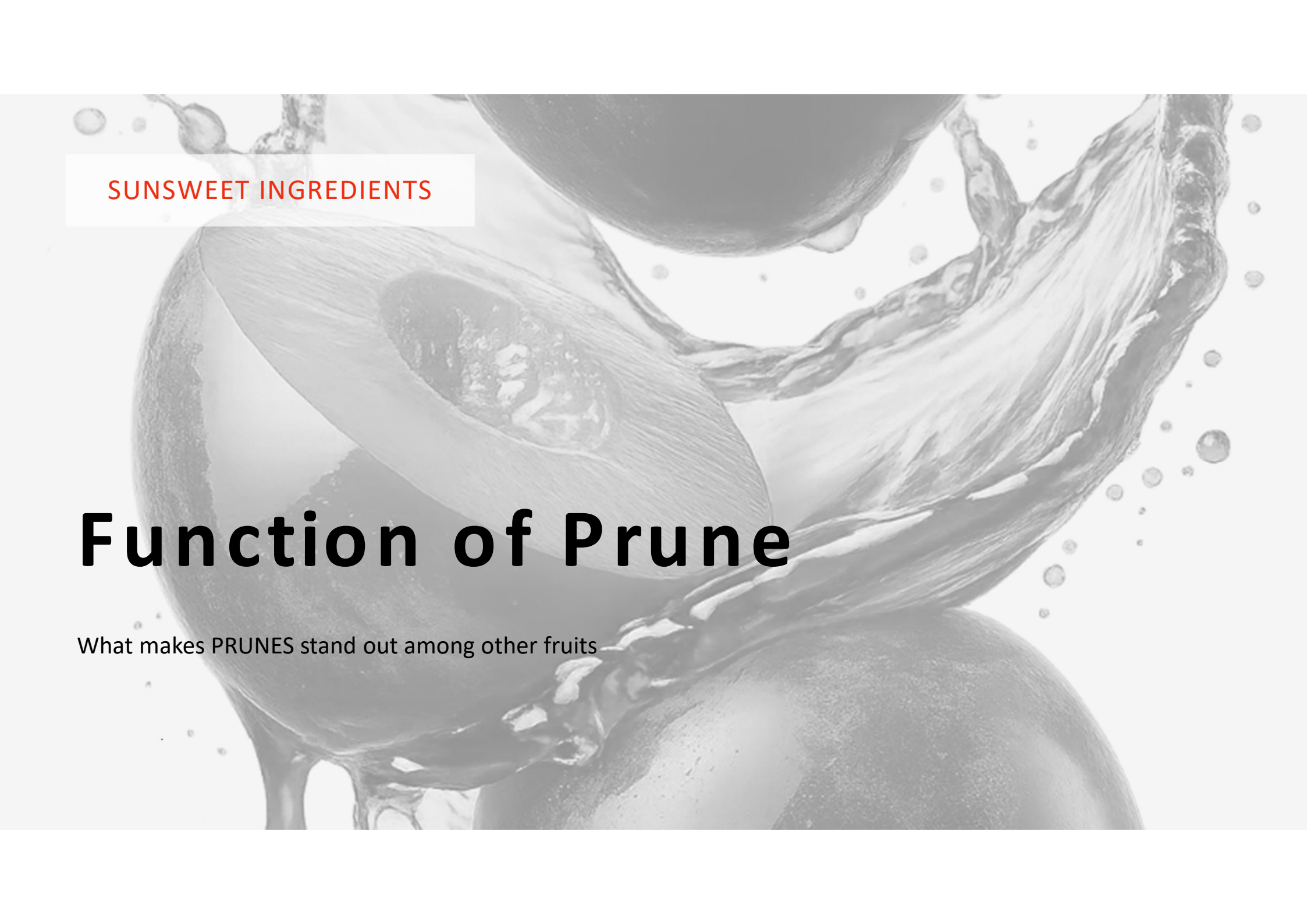
- Source: dried French d'Agen prune
- Color: deep amber to near-black
- Flavor: rich, sweet-tart, slight caramel note
- Polyphenol level: HIGH
- Sorbitol level: HIGH
- Best for: gut health shots, dark functional drinks, prune-forward blends



Plum Juice Concentrate (Prune Plum JC)

- Source: dried French d'Agen prune
- Color: bright ruby to deep red
- Flavor: lighter, fruity, slightly acidic
- Polyphenol level: MODERATE
- Sorbitol level: MODERATE
- Best for: berry blends, mixed-fruit RTDs, visually vibrant formulations





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Function of Prune

What makes PRUNES stand out among other fruits

Functional Benefit 1: Gut Health & Digestive Support

Do prunes improve bowel function and gut health? Evidence from three randomized controlled trials

At 30–60 mL PJC per serving, a functional gut health claim is achievable within typical beverage formulation ranges.

STOOL WEIGHT

+27.5 g/day

Diet with 100 g of prunes



Lever et al. 2018

Clinical Nutrition 38 (2019) 165-173

Healthy adults (n = 120)

80 / 120 g/day whole prunes, 4 weeks

Stool weight up +22–33 g/day

Stool frequency up

Bifidobacteria up

Transit time unchanged

HARD STOOLS

Reduced

normal stools increased



Koyama et al. 2022

Am J Gastroenterol, 117(2022) 1714-1717

Chronic constipation (n = 84)

54 g/day prune juice, 8 weeks

Hard stools down, normal up

Symptoms improved

No rise in diarrhea/gas

Safe · no adverse events

BENEFICIAL BACTERIA

Increased

Bifidobacteria · Lachnospiraceae



Simpson et al. 2022

Food Funct. (2022)13(23):12316-12329

Postmenopausal women (n = 143)

50 / 100 g/day whole prunes, 12 months

Gut microbiome altered

Lachnospiraceae up (SCFA)

Linked to inflammation markers

KEY COMPONENTS

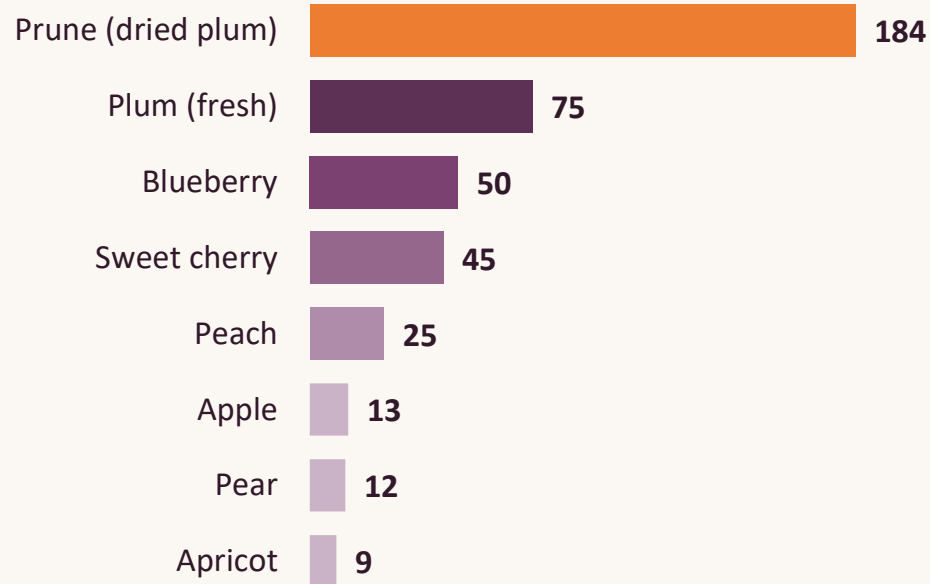
Fiber ~6 g/100g · adds stool bulk

Sorbitol draws water into the gut

Polyphenols gut bacteria metabolize · anti-inflammatory

Functional Benefit 2: Polyphenols & Antioxidant Activity

Neochlorogenic(5-CQA) + chlorogenic acid(3-CQA) (approx. mg per 100 g)



**Representative values from published HPLC analyses; vary by cultivar, ripeness & processing.
Prune value = total polyphenols, predominantly these two acids.*

What makes prunes stand out



Neochlorogenic acid leads

Unlike most plants, Rosaceae fruits (prune, plum, cherry) are dominated by neochlorogenic acid (5-CQA).



LDL Cholesterol Reduction

Neochlorogenic acid protects LDL cholesterol from oxidation and helps slow vascular aging.



Reaches the colon

Poorly absorbed in the small intestine, these acids travel to the colon and support gut bacteria.

"High in antioxidants from natural prune" — a clean, consumer-recognizable claim for SE Asian health drink labels.

Functional Benefit 3: How Prunes Protect Bone Health

THE CHALLENGE



Menopause speeds bone loss

As estrogen falls, the balance tips toward resorption — osteoclasts break bone down faster than it is rebuilt, raising fracture risk.

-1.1%

total-hip bone density lost by the control group in 12 months

How prunes protect bone

Four complementary pathways driven by dried-plum bioactives



Antioxidant defense

Neochlorogenic & chlorogenic acids eases oxidative stress that fuels osteoclasts (recycling old bone cells).



Calms inflammation

Polyphenols reduce inflammatory signals that drive bone breakdown.



Builds new bone

Prune polyphenols up-regulate RUNX2, osterix and IGF-1, supporting osteoblast bone-forming activity.



Nutrient synergy

Vitamin K, boron and prebiotic fiber aid osteocalcin, calcium metabolism and the gut–bone axis.



12-MONTH RCT · 235 WOMEN

Clinical evidence

50 g prunes (≈ 5–6 daily = 40g PJC) vs. no prunes

TOTAL-HIP BMD AT 12 MONTHS

-0.3% with prunes

Bone density essentially preserved, versus **-1.1%** in controls (P = 0.011)



Steady fracture risk

FRAX hip-fracture risk rose in controls but held steady in the prune groups.



+6% lumbar-spine BMD (Bone Mineral Density)

Seen in an earlier 100 g/day, 12-month dried-plum trial — added skeletal benefit.

THE PRACTICAL TAKEAWAY



About 50 g of prunes a day (roughly 5–6 fruits = 40g of Prune Juice Concentrate) preserved hip bone density with ~90% compliance and no adverse effects.

Functional Benefits Summary



Gut Health

- Sorbitol — digestive motility
- Dietary fiber — microbiome support

STOOL WEIGHT
+27.5 g/day
per 100 g of prunes



HARD STOOLS
Reduced
normal stools increased



BENEFICIAL BACTERIA
Increased
Bifidobacteria



Antioxidant

- Neochlorogenic acid (CQA)

184 mg CQA

Neochlorogenic(5-CQA) + chlorogenic acid(3-CQA)



Calms inflammation



Bone Health

- Antioxidants reduce bone loss rate
- Polyphenols help bone rebuild



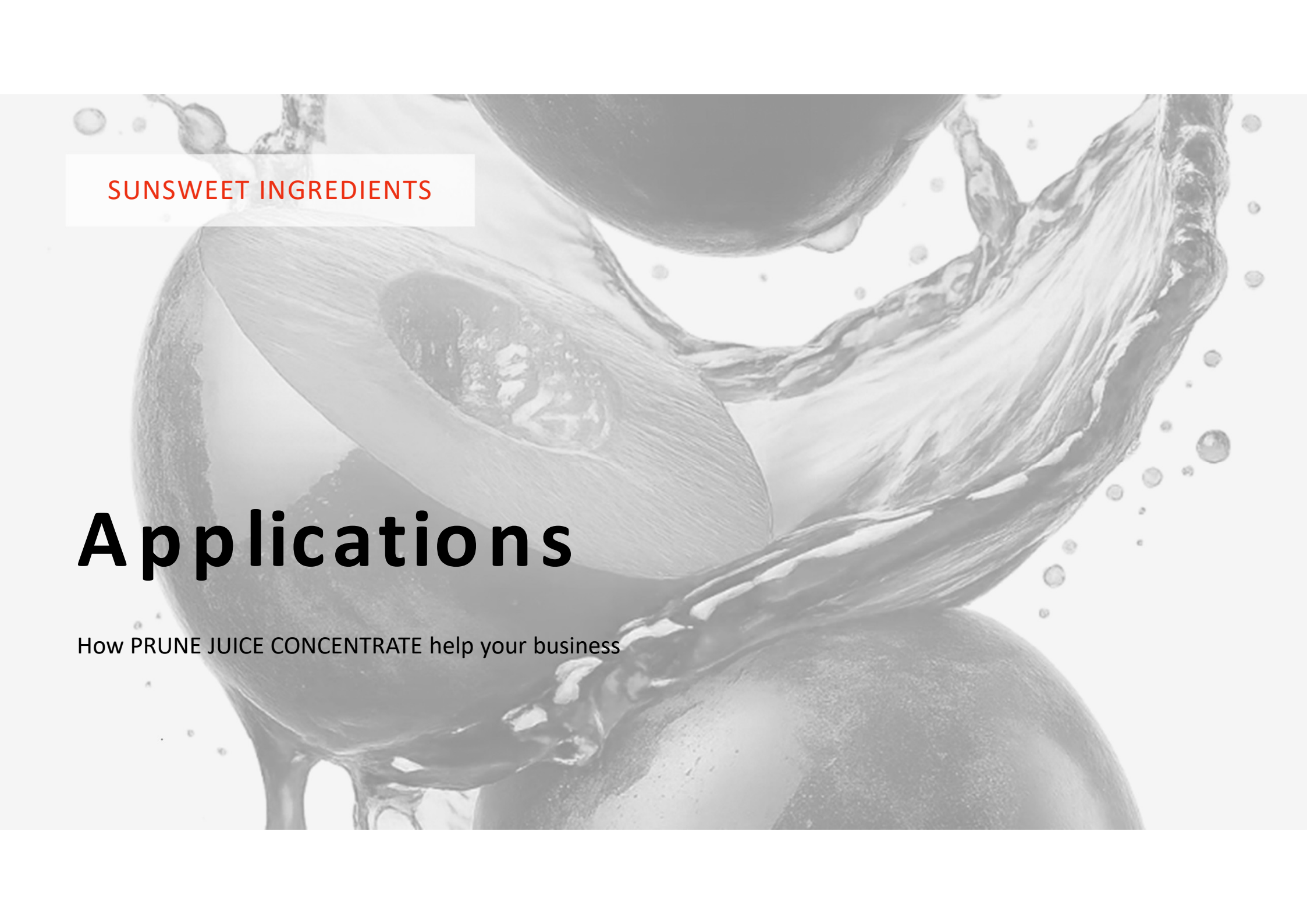
Recycling old bone cells



Builds new bone

One ingredient — three functional axes. PJC is designed for the next generation of health beverages.





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Applications

How PRUNE JUICE CONCENTRATE help your business



Application : RTD Functional Health Drinks

Gut Health Shots

Target product formats

- Gut health shots (60–100mL): 30+% PJC base, natural flavor, minimal sweetener

Active map to your finished products

As previously shown, high dose of prune juice concentrate (30–60 mL/serving), a functional gut health claim is achievable.

STOOL WEIGHT +27.5 g/day per 100 g of prunes	HARD STOOLS Reduced normal stools increased	BENEFICIAL BACTERIA Increased Bifidobacteria
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Formulation starting point (gut health shot, per 100mL)

Ingredient	% w/v	Rationale
PJC (70°Bx)	30%	Gut health + flavor base
Water	q.s. to 100%	Diluent
Citric acid	0.2–0.4%	pH adjustment (target 3.5–3.8)
Natural flavor	0.1–0.3%	Flavor enhancement
Steviol glycoside	0.01–0.02%	Optional sweetness boost





Application : RTD Functional Health Drinks

Skin Beauty

Target product formats

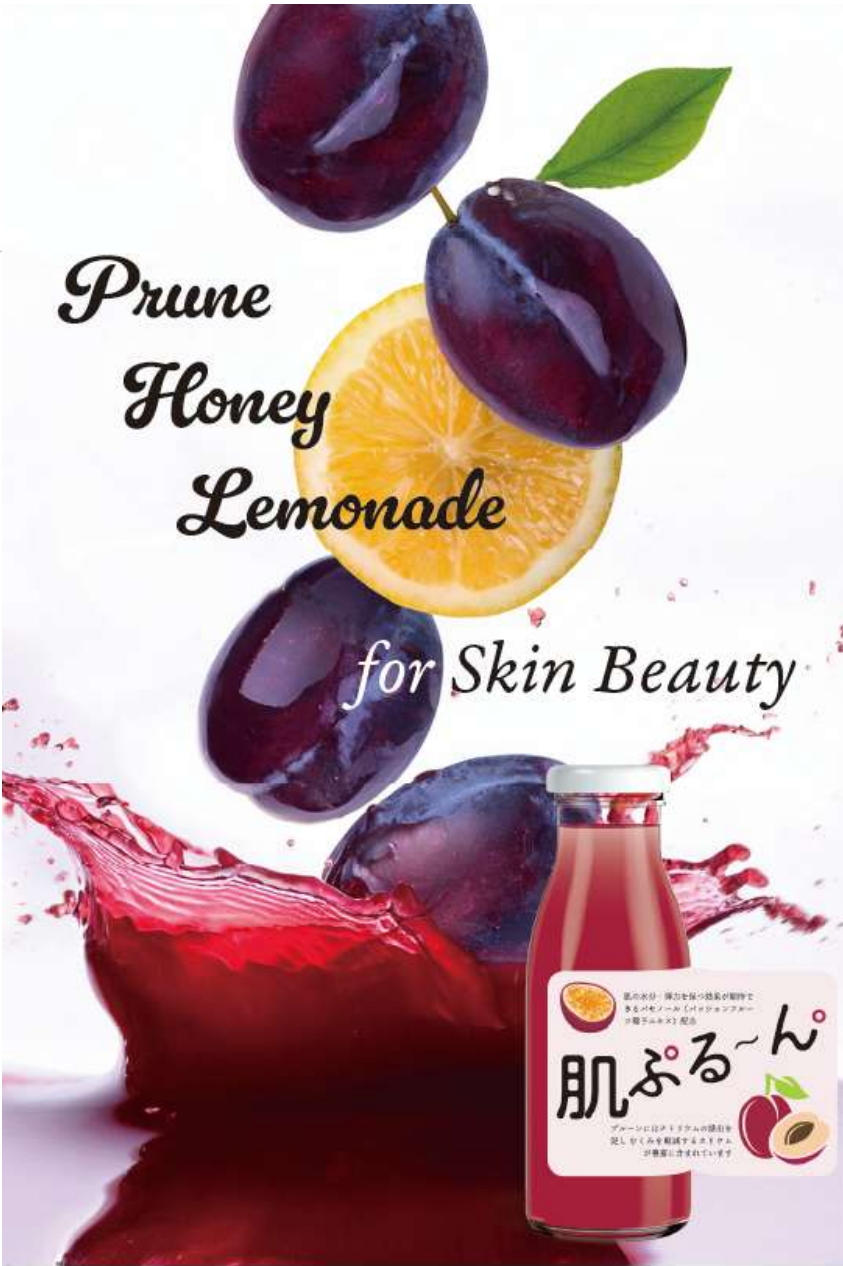
- Prune Plum Juice Conc (PPJC) and other ingredients promote skin beauty

Active map to your finished products

Taste like authentic lemonade, but formulated to enhance skin moisture

Formulation starting point (daily wellness, per 100mL)

Ingredient	% w/v	Rationale
Prun Plum JC (70°Bx)	12.0%	Polyphenols & antioxidants
Water	q.s. to 100%	Diluent
Honey	9.0%	Sweetener, Antiaging
Lemon Juice	8.0%	Vitamin C, citric acid, polyphenols
Passionfruit seed extract	2.0%	Skin moisture enhancement





Application : RTD Functional Health Drinks

Bone Health

Target product formats

- PJC + Calcium + Vitamin D: reducing bone loss rate

Active map to your finished products

One bottle contains 40g of PJC, 300mg of Calcium and 200 IU of Vitamin D

Formulation starting point (daily wellness, per 100mL)

Ingredient	% w/v	Rationale
PJC (70°Bx)	31%	Polyphenols, V.K., Antioxidants
Water	q.s. to 100%	Diluent
Partially hydrolysed guar gum	1.4%	Retain fiber, gut-bone axis
Calcium lactate	1.0%	Ca
DL-Malic acid	0.6%	Recover acids eaten by Calcium carbonate
Calcium carbonate	0.2%	Ca
L-Ascorbic acid	0.11%	O ₂ scavenger + bone collagen matrix
HM pectin	0.05%	Anti-sediment
Vitamin D	0.002%	Vitamin D



Questions & Discussion

Let's Work Together — Next Steps

What we can offer today

- Product samples : Chaipattana booth
- Technical Data Sheet (TDS) and full specification package
- Formulation consultation with our technical team

Contact

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 - Line ID : chaipattana
 - E-mail : sales@chaipattana-solution.com



ชัยพัฒนาโซลูชั่น
Chaipattana Solution



ขอบคุณสำหรับเวลาและความสนใจครับ

References & Sources

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Functional Benefit 2: Polyphenols & Antioxidant Activity

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