

COFFEE

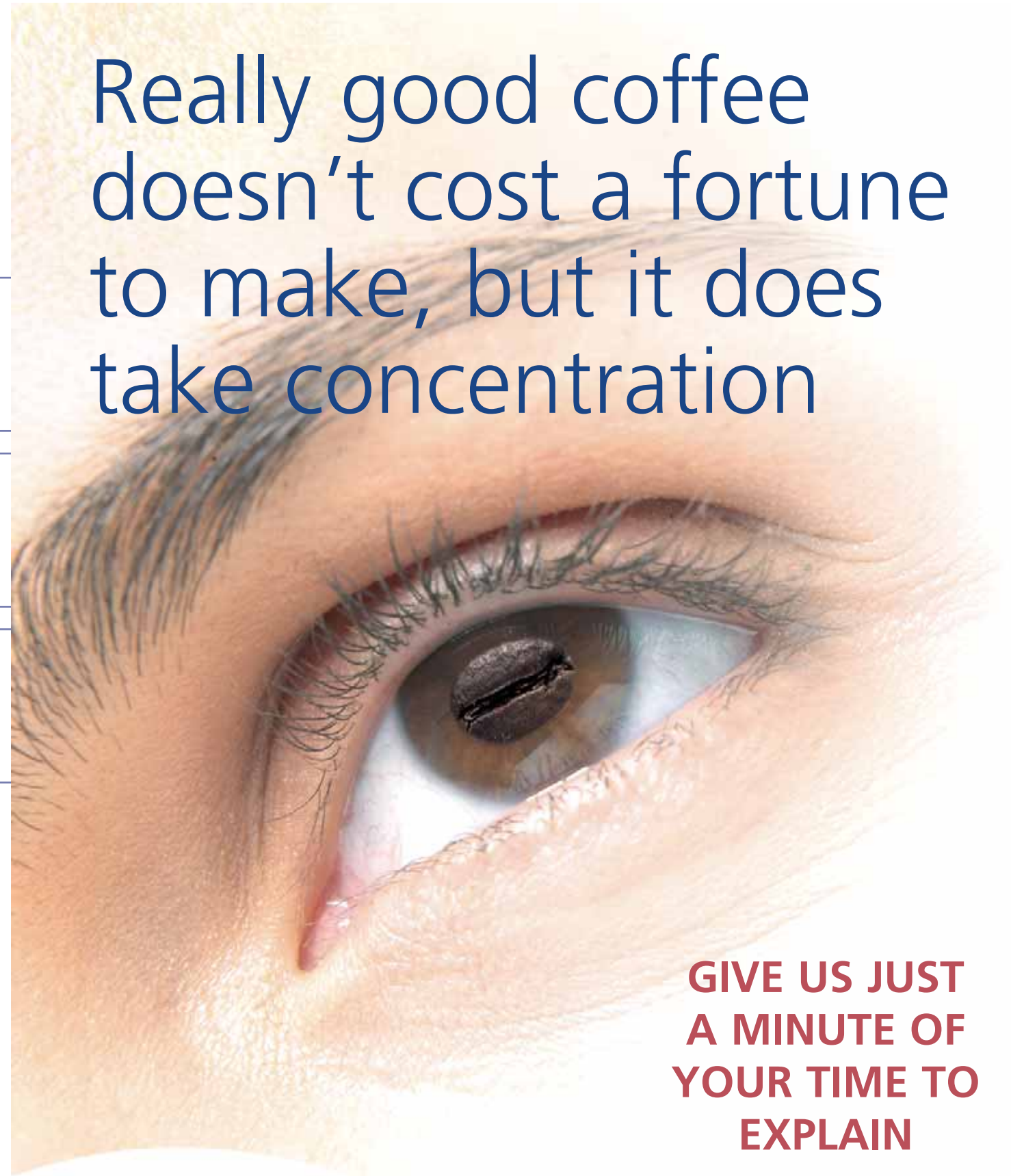
Process Technologies for
the Convenient Coffee Industry

Niro Process Technology B.V. is a world renowned company for the supply of freeze concentration technology. Process plants are delivered to a range of industries from soluble coffee to beer, juice, and other beverages.

Niro is a world leader in industrial drying, with spray drying, freeze drying, and fluid bed processing as core technologies. Niro and Niro Process Technology are part of the Process Engineering Division of the GEA Group.



Really good coffee
doesn't cost a fortune
to make, but it does
take concentration



**GIVE US JUST
A MINUTE OF
YOUR TIME TO
EXPLAIN**

New freeze concentration innovation lets you produce premium coffee as usual—but at a fraction of what it used to cost



**ICECON™
CUTS FREEZE
CONCENTRATION
COSTS BY 50%**

Anyone who has let a pot of coffee brew too long knows what heat can do to its delicate aroma and taste. Likewise, people who produce coffee for a living know that the gentlest way to concentrate coffee extract is by removing water in the form of ice, not steam.

With modern freeze concentration systems, there's no loss of aroma, no thermal degradation. The liquid concentrate retains 100% of all the flavor components.

Until recently, however, freeze concentration seemed out of reach for many coffee makers—which is why you may want to get acquainted with IceCon™ right now.

Like conventional freeze concentration systems, IceCon retains all the taste and aroma you've worked so hard to create and maintain. But it does so at a price that's anything but conventional.

In fact, IceCon cuts the cost of freeze concentration in half—without compromising quality.

Interested? Simply return the reply card today to Niro Process Technology B.V. for more information or a FREE feasibility study. Then grab a cup, and sit back and relax. You'll hear from us within 48 hours.

For more technical information please see www.niro-pt.nl/IceCon.



Shrinks liquid coffee costs

Freeze concentration is an economical way to produce high-quality concentrate for use in canned coffee, liquid dispensers and other premium products.



Cuts freeze drying costs

Used prior to the drying process, freeze concentration cuts production costs and enhances freeze-dried quality.



Improves spray-dried products too

Used in combination with split extraction, freeze concentration is a cost-effective way to boost the quality of spray-dried coffee.