



Desing, a family-owned company founded in 1992, is today a leading producer of osmotic dehydrated fruit and fruit and cream preparations for the ice cream, dairy, bakery, and confectionery industries in Europe.

Thanks to our innovative approach to business and continuous innovations, the company has expanded its operations to the international market, establishing a presence in over 30 countries worldwide.

From the beginning, Desing has built a reputation based on quality, reliability, and long-term partnerships. Our business is founded on family values such as trust, perseverance, and dedication. Today, with a team of 70 highly qualified employees, we continuously enhance our products, technologies, and services, with our people being a key factor in the company's success and development.

Desing's range finds broad application across various industries. Our fruit and cream preparations are integral to the production of diverse products such as ice cream, chocolate confections, numerous bakery and confectionery items, and dairy products.



When it comes to our clients, our goals are to exceed their expectations, provide support, find solutions, create trends, and offer personalized service to ensure their complete satisfaction and long-term partnership. We take pride in the fact that our products contribute to creating beloved treats and food products and that together with our partners, we achieve high standards of quality in the food industry.

With each new project and collaboration, we strive for further improvement and the preservation of our reputation as a reliable and innovative leader in the production of food preparations.

Some people say we are the masters of innovation. But let us tell you something - you don't become a master overnight. It takes mastering to become a master. Mastering the knowledge, the people skills, processes and resources. Mastering your purpose, what you promise and how you contribute.

Mastering the costs and negotiations. Finances and experiences. Mastering the present and preparing for the future. Mastering the innovations so that each time you bring:

The Masterpiece of Taste!



FRUIT FILLINGS

Bake stable fruit fillings with 90% ,70%, 50% and 40% fruit content

Royal
Premium
Expert



ROYAL

Bake-stable fruit fillings with 70% to 90% fruit content offer a pure and authentic taste, ideal for high-quality baked goods. Made from premium Serbian fruit, known worldwide for its exceptional quality, these fillings provide rich flavor and vibrant color. Serbia's ideal growing conditions produce fruit with unmatched taste, making these fillings a perfect choice for creating top-tier pastries, pies, and desserts with a touch of genuine quality and flavor.

CHARACTERISTICS

- 70% to 90% of fruit content
- Whole fruit or pieces of fruit
- Ready to use
- Can be used fresh or baked
- Easy to mix with pastry creams and mousses
- Bake stable
- Freeze/Thaw stable
- Natural flavor
- Natural color

VARIETIES

Blueberry, wild blueberry, strawberry, raspberry, sour cherry, forest fruit, apricot, apple 10x10.



PREMIUM

Designed to retain flavor and texture even at high temperatures, these fillings are perfect for pastries, cakes, and pies, ensuring a vibrant taste and smooth consistency. With a satisfying fruit presence and reliable performance, they offer an easy way to add genuine fruit flavor to any baked or non baked creation, appealing to both professionals and home bakers.

CHARACTERISTICS

- 50% of fruit content
- Whole fruit or pieces of fruit
- Ready to use
- Can be used fresh or baked
- Easy to mix with pastry creams and mousses
- Bake stable
- Freeze/Thaw stable
- Natural flavor
- Natural color

VARIETIES

Blueberry, wild blueberry, strawberry, raspberry, sour cherry, forest fruit, apricot, apple 10x10.



EXPERT

Bake-stable fruit fillings containing 40% fruit bring a satisfying taste and texture to baked and non-baked creations, perfect for adding subtle fruit notes to pastries, tarts, and layered desserts. Formulated to remain stable at high temperatures, these fillings hold their shape and flavor, offering a reliable solution for both professional and home bakers.

CHARACTERISTICS

- 40% of fruit content
- Whole fruit or pieces of fruit
- Ready to use
- Can be used fresh or baked
- Easy to mix with pastry creams and mousses
- Bake stable
- Freeze/Thaw stable
- Natural flavor
- Natural color

VARIETIES

Blueberry, wild blueberry, strawberry, raspberry, sour cherry, forest fruit, apricot, apple 10x10.

CREAM FILLINGS

Bake stable cream fillings



CREAM

Bake-stable cream fillings in flavors of vanilla, caramel, and chocolate offer versatility and a rich taste for a wide array of baked and non-baked goods. Crafted to hold their texture and flavor at high temperatures, these fillings are ideal for pastries, cakes, and desserts that require a creamy center. The vanilla filling brings a smooth, classic sweetness, while the caramel adds a warm, buttery richness. The chocolate variety offers a deep, indulgent flavor, perfect for elevating any dessert.

CHARACTERISTICS

- Creamy texture
- Ready to use
- It can be used fresh or baked
- Easy to mix with pastry creams and mousses
- Bake stable
- Freeze/Thaw stable
- Natural flavor
- Natural color

VARIETIES

Vanilla, Caramel, Choco, Choco/Hazelnut.



VANILLA WITHOUT TiO2

LOOKING FOR BAKESTABLE VANILLA WITHOUT TiO2?

In line with the latest health and safety guidelines, Desing Ltd has done extensive research / development and has come up with alternative solutions to replace E171 while upholding the integrity of our product.

BENEFITS OF USING AND BAKING WITH OUR NEW VANILLA WITHOUT TiO2

- ✓ Rich color and taste
- ✓ Smooth and short texture
- ✓ Ready to use
- ✓ Baking stability
- ✓ Freezing stability
- ✓ Suitable for vegans (eggless and non-dairy)
- ✓ Storing at an ambient temperature
- ✓ Stability during pumping
- ✓ Can be applied before and after baking
- ✓ Without allergens

CAKE GLAZES

Crème de la Crème



GLAZES

Cake glazes are a perfect finishing touch for cakes, pastries, and desserts, adding both flavor and a glossy, eye-catching shine. Available in a variety of flavors and colors, they complement the taste profile of any sweet creation. Glazes can be applied warm or cold, depending on the specific product, making them versatile for various baking techniques and presentations. They're easy to apply, setting quickly to create a smooth, polished look that adds professionalism and visual appeal to both everyday and special occasion desserts.

CHARACTERISTICS

- Perfect sophisticated coverage
- Clean and precise cutting
- Freeze and thaw stable
- Keeping the freshness of desserts
- Shiny with the mirror effect

VARIETIES

Orange glaze, Red glaze, Neutral, Caramel, Chocolate

RECIPES



Roche Orange Cake



Raspberry Pistachio Cake

Contact us



Packaging, palletization, storage,
shelf-life and specification sheets on
request.

Interested in discovering how our R&D Department can support your business? Reach out to learn how we can tailor solutions to enhance your efficiency based on your unique requirements.

