



**TASTE**

**GALLERY**

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## ABOUT US

The Desing Company is a leading manufacturer of fruit preparations for the ice cream, bakery, patisserie, confectionery and HoReCa industry in the Balkan region.

The company has evolved from a small family firm to a strong and recognizable producer, a leader of its field.

Desing is made up of individuals being part of our large family, constantly aiming to achieve more.

Because when it comes to our products it is not about how successful we are but who it comes from.

We are enthusiasts.  
We stay true to integrity, respect, quality, trust and fairness.  
We are passionate dreamers, brisk minds, strong hands, knowledge seekers.

We respectfully devote our hearts to Nature.

**We are DESING.**

## HISTORY

Desing was founded back in 1992 by family Tomić.

Thanks to diligent and ambitious young couple, from the small company, with just two of them, Desing slowly started to grow. Inspired by the same goals, passions and ideas, their dream soon became real.

It was the love that sparked the idea and kept us together.  
Family love and love towards the business we do.

The essence of the company's spirit are family and teamwork values that are shared between our members even today.

After more than two decades, small firm has turned into a strong producer with a numerous of achievements.

Today, Desing represents a strong structure, based on family values by two generations, as well as loyal and dedicated employees.



## FACTORY

Creative business approach and innovations represent a main driver of our business growth and development.

Our R&D team has profound scientific knowledge in different fields of food production always seeking unique ideas to create new trends.

All our products are tailor made. As leaders in fruit preparations, we are able to offer products that match the unique needs and expectations of all our customers.

We choose the best ingredients for our products and continuously invest in modern producing equipment.

We strive to keep nutritional composition of natural raw materials during technological processing.

From 2012 our company is in a cooperation with scientific institutions in the country and abroad.

The year 2017 was very important to us, due to moving our production to a completely new 10.000m<sup>2</sup> production facility located in Knjaževac, Eastern Serbia.

This enables expansion of production capacity and greater participation in domestic, as well as foreign markets.

Our certificates of food safety and quality, as well as our knowledge and expertise of the industry, have built us trust among large multinational companies.



# ICE CREAM INDUSTRY

## Pastes

### FRUIT PASTES



This range of our fruit pastes is specifically designed for the application in the ice cream industry. Our fruit pastes have high fruit content and with a moderate dosage your ice cream will have perfect flavor and texture due to presence of real fruit. Our pastes are applicable to milk and water based ice creams.

#### CHARACTERISTICS:

Ready to use  
High fruit content

#### VARIETIES:

- strawberry
- forest fruits
- sour cherry
- banana
- blueberry
- pomegranate
- lemon
- orange
- red currant
- mango
- blackberry
- mojito
- mocha
- pina colada
- strawberry with pieces
- strawberry with whole fruit
- blueberry-black currant
- red fruit
- sour cherry amarena
- sour cherry with pieces
- forest fruit with pieces
- white guava
- glow in the dark ice cream
- bubble gum

#### FIELD OF APPLICATION:

Industrial ice cream, water and milk based

#### WAY OF APPLICATION:

Churning, fruit feeder

#### PACKAGING:

Thermosealed buckets, 20kg, 25kg



# ICE CREAM INDUSTRY

## Pastes

### CREAM PASTES



Only the best hazelnuts, pistachios, vanilla pods, cocoa powder and other high quality raw materials are used for making our sophisticated cream pastes that are easily added to the ice cream mixture, giving it a rich and creamy texture.

#### CHARACTERISTICS:

Ready to use

#### VARIETIES:

- hazelnut
- hazelnut premium
- caramel
- vanilla
- pistachio
- coconut
- cookies
- crème brûlée
- cappuccino
- toffee

#### FIELD OF APPLICATION:

Industrial ice cream

#### WAY OF APPLICATION:

Churning

#### PACKAGING:

Thermosealed buckets, 20kg, 25kg



# ICE CREAM INDUSTRY

## Ripple sauces, Syrups, Pencil sauces



Enrich the texture, mouthfeel and overall look of your ice cream with ripple sauces, syrups and pencil sauces, that do not crystalize at low temperatures.

### CHARACTERISTICS:

Ready to use

### VARIETIES:

- blueberry
- golden raisins
- dark chocolate
- sour cherry
- sorbet apple cider
- champagne
- strawberry
- chocolate
- passion fruit
- raspberry
- hazelnut
- banana
- forest fruits
- caramel
- lemon
- mango
- vanilla
- choco hazelnut
- amarena
- cappuccino

### FIELD OF APPLICATION:

Industrial ice cream

### WAY OF APPLICATION:

Churning

### PACKAGING:

Thermosealed buckets, 20kg, 25kg



# ICE CREAM INDUSTRY

## Toppings

### FRUIT TOPPINGS



We come from a fruit growing region and our fruit toppings are state of the art when it comes to decorating ice cream and other frozen desserts, giving the endless possibilities for your creative ideas.

#### CHARACTERISTICS:

Ready to use

High fruit content

#### VARIETIES:

- forest fruits
- sour cherry
- strawberry cubes
- pomegranate
- apricot
- pear cubes
- apple cubes
- apple cubes with cinnamon
- blueberry
- raspberry
- red fruit
- cranberry
- plum
- wild berries
- mango apricot

#### FIELD OF APPLICATION:

Industrial ice cream

#### WAY OF APPLICATION:

On top

#### PACKAGING:

Thermosealed buckets, 20kg, 25kg



# ICE CREAM INDUSTRY

## Toppings

### CREAM TOPPINGS



Soft and creamy toppings made of butter, burned sugar, milk, cocoa and other quality ingredients, remain creamy at low temperatures and will keep the product adhering to the ice cream, preventing the dripping on the bottom.

#### CHARACTERISTICS:

Ready to use

#### VARIETIES:

- white chocolate
- dark chocolate
- nougat
- caramel
- salted caramel
- toffee
- chocolate
- choco mint
- dulce de leche

#### FIELD OF APPLICATION:

Industrial ice cream

#### WAY OF APPLICATION:

On top

#### PACKAGING:

Thermosealed buckets, 20kg, 25kg



# ICE CREAM INDUSTRY

## Toppings

### GLAZES



Decorate family pack ice cream, frozen desserts, cakes and cups with glazes full of whole fruits that stick perfectly and protect the surface from fluctuations in temperature, keeping the product fresh for a longer time.

#### CHARACTERISTICS:

Ready to use

#### VARIETIES:

- forest fruits
- wild strawberry
- sour cherry

#### FIELD OF APPLICATION:

Industrial ice cream

#### WAY OF APPLICATION:

On top

#### PACKAGING:

Thermosealed buckets, 20kg



# ICE CREAM INDUSTRY

## Smoothies

100% FRUIT SMOOTHIE



**P**remium 100% fruit smoothie.

### CHARACTERISTICS:

Ready to use

### VARIETIES:

- premium strawberry
- premium super fruit
- premium tutti frutti

### FIELD OF APPLICATION:

Industrial ice cream, on stick or in a cup

### WAY OF APPLICATION:

On top  
Churned

### PACKAGING:

Bag-in-Box 5kg, 10kg, 20kg,

Thermosealed buckets, 6kg, 20kg, 25kg



# ICE CREAM INDUSTRY

## Semi candied fruit

SEMI CANDIED FROZEN FRUIT



With our unique and patented technology, we add a carefully selected combination of glucose, fructose or fruit concentrates to the fresh fruits. This way fruit obtains higher concentration of fruit sugars and firmer texture, keeping the nice natural shape.

### CHARACTERISTICS:

Ready to use

### VARIETIES:

- sour cherry  
whole fruit, pieces, halves
- strawberry  
whole, cubes
- blueberry
- wild blackberry
- red currant
- black currant
- raspberry
- cranberry
- pomegranate
- pineapple
- forest fruits  
blueberry, blackberry, black currant
- pumpkin  
cubes 5x5, cubes 10x10, stripes

### FIELD OF APPLICATION:

Industrial ice cream

### WAY OF APPLICATION:

On top  
Churned

### PACKAGING:

Thermosealed buckets, 7kg



# ICE CREAM INDUSTRY

## Semi candied fruit

SEMI CANDIED FRUIT IN SYRUP



Similar to the previous group, semi candied fruit in syrup does not freeze in the ice cream – its texture remains like one of fresh fruit. Contrary to the semi candied frozen fruits, this product can be stored at ambient temperature.

### CHARACTERISTICS:

Ready to use

### VARIETIES:

- sour cherry  
whole fruit, pieces, halves
- strawberry  
whole, cubes
- blueberry
- wild blackberry
- red currant
- black currant
- raspberry
- cranberry
- pomegranate
- pineapple
- forest fruits  
blueberry, blackberry, black currant
- pumpkin  
cubes 5x5, cubes 10x10, stripes

### FIELD OF APPLICATION:

Industrial ice cream

### WAY OF APPLICATION:

On top  
Churned

### PACKAGING:

Thermosealed buckets, 20kg, 25kg



# BAKERY AND PATISSERIE

## Bake stable

### FRUIT FILLINGS

up to 90% fruit content



Our fruit fillings have a fruit content up to 90%. They are made from selected raw materials with distinctive flavor and smooth texture. Excellent baking stability, freshness and volume of our fillings are characteristics that are perfect for artisan bakery, but also for industrial application because they are also freeze/thaw stable. Depending on the fruit type, our fillings contain whole fruit, cubes or stripes.

### CHARACTERISTICS:

Ready to use

Bake stable

Pumpable

### VARIETIES:

- sour cherry
- apricot
- raspberry
- apple
- forest fruit
- blueberry
- peach
- pear
- black currant
- plum
- pumpkin with cinnamon
- strawberry
- orange

### FIELD OF APPLICATION:

Open and closed dough, puff pastry, Danish, tarts, pies

### WAY OF APPLICATION:

On top

As a filling by pumping, injecting, dosing

### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# BAKERY AND PATISSERIE

## Bake stable

### CREAM FILLINGS



Our cream fillings have good bake-stability, freeze/thaw stability, volume that remains intact through the production process of any bakery product. Due to special processing equipment of reducing size of particles to less than 5 microns, these Bavarian type of fillings have a very smooth texture.

#### CHARACTERISTICS:

Ready to use

Bake stable

Freeze stable

High resistance to mechanical stress

#### VARIETIES:

• crème brûlée

• champagne

• creamy lemon

• creamy vanilla

• vanilla

• choco

• choco-hazelnut

• caramel

• coconut

• cheesecake

#### FIELD OF APPLICATION:

Open and closed dough, puff pastry, Danish, tarts, pies

#### WAY OF APPLICATION:

On top

As a filling

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# BAKERY AND PATISSERIE

## Bake stable

### SAVORY FILLINGS



These savory fillings are ideal for both artisan and industrial application. They are stable at baking, freezing or thawing, and what is the most important, they are microbiologically stable up to 3 months in product.

#### CHARACTERISTICS:

Ready to use

Bake stable

Pumpable

#### VARIETIES:

- cheese
- liptauer
- salsa
- melted cheese
- tzatziki
- mexicana

#### FIELD OF APPLICATION:

Open and closed dough, pies, puff pastry, rolls

#### WAY OF APPLICATION:

On top

As a filling

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# BAKERY AND PATISSERIE

Fillings for fine pastries,  
donuts, croissants, cakes



These fillings are applied by injecting or spreading after baking. They have very light, smooth and creamy texture which creates a perfect mouthfeel when combined with pastry.

## CHARACTERISTICS:

Ready to use

Low water activity < 80

Pumpable

## VARIETIES:

- vanilla
- choco
- caramel
- sour cherry
- apricot
- strawberry
- apricot
- creamy orange
- choco - hazelnut
- banana

## FIELD OF APPLICATION:

Donuts, cakes, desserts

## WAY OF APPLICATION:

On top

As inclusion

## PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# BAKERY AND PATISSERIE

## Infused fruit

INFUSED FRUIT IN SYRUP



Keep the texture and mouthfeel of fresh fruits even in baked products. Sieve the fruit before addition to the dough, or simply add it directly with the syrup, which will contribute to the freshness of your delicacy. It can be also used as a surface decoration.

### CHARACTERISTICS:

Ready to use

### VARIETIES:

- sour cherry  
whole fruit, pieces, halves
- strawberry  
whole, cubes
- blueberry
- wild blackberry
- red currant
- black currant
- raspberry
- cranberry
- pomegranate arils
- forest fruits  
blueberry, blackberry, black currant
- pumpkin  
cubes 5x5, cubes 10x10, stripes
- carrot cubes

### FIELD OF APPLICATION:

Muffins, cakes, tarts, sweet bread

### WAY OF APPLICATION:

On top  
As inclusion

### PACKAGING:

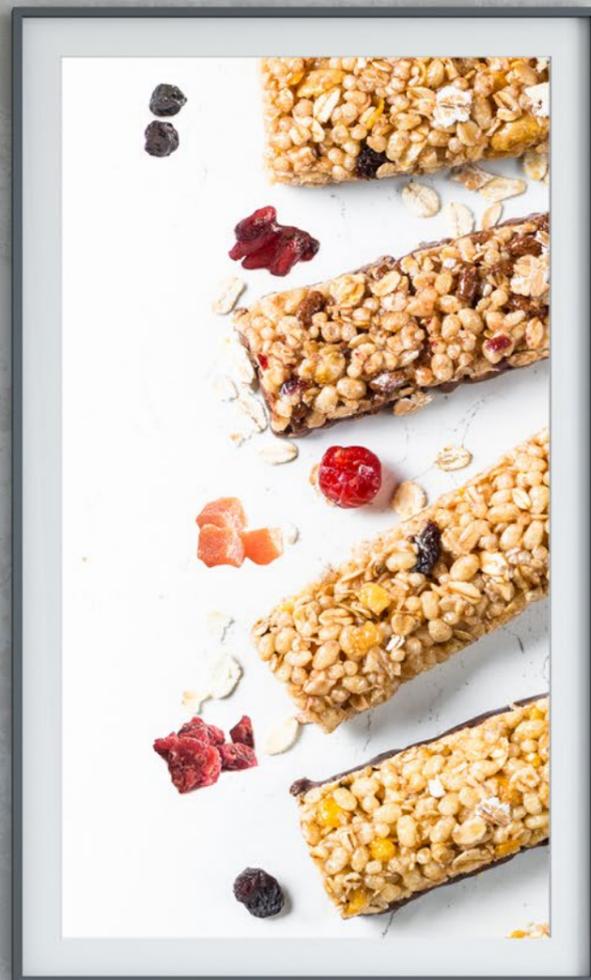
Thermosealed buckets, 6kg, 20kg



# CONFECTIONERY

## Osmotic dehydrated fruits and vegetables

SOLUTION FOR BISCUITS, BARS AND COOKIES



Discover our OD fruits and make irresistible biscuits, cookies, muesli bars, protein bars, chocolate bars or a sweet of your choice. Their addition in chocolate, biscuits, cookies, pastries etc. contribute to a better taste and visual effect but also to higher nutritive value by enriching the final product. High dry matter and low water activity of OD fruits are ideal for products that require longer and more stable shelf life.

### CHARACTERISTICS:

Ready to use

Low water activity  $\leq 0,6$

Long shelf life, up to 24 months

### VARIETIES:

- sour cherry

whole fruit, pieces

- strawberry

7-17mm, 11-21mm

- blueberry

- blackberry

- red currant

- black currant

- raspberry

- siberian

- cranberry

- pomegranate

- arils

- forest fruits

blueberry, blackberry,  
black currant

- pumpkin

cubes 5x5, cubes 10x10

- carrot

cubes, stripes

- pinapple

### FIELD OF APPLICATION:

Biscuits, cookies, cereal bars, energy and protein bars, chocolates.

### WAY OF APPLICATION:

It can be added to chocolate bars, ready-to-eat breakfast cereals or separately coated with chocolate.

Mixing with a doguh.

### PACKAGING:

PEPA transparent 5kg bag, 3 bags in a cardboard box



# CONFECTIONERY

## Solutions for biscuits

### PASTES FOR BISCUITS



We process fruits into pastes to provide easy application to dough and enrich the taste of biscuits and bars. Our pastes have small particles of fruit, that contribute to the feel of naturalness of the final product.

#### CHARACTERISTICS:

Ready to use

Low water activity  $\leq 0,6$

$2,8 \leq \text{pH} \leq 3,5$

#### VARIETIES:

- apricot
- apple
- plum
- apple/caramel
- blueberry
- fig
- raspberry
- fig/plum
- salted caramel
- blueberry - cranberry
- caramel

#### FIELD OF APPLICATION:

Biscuits, cookies, bars

#### WAY OF APPLICATION:

Mixing in the dough

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# CONFECTIONERY

## Fillings for chocolates and pralines

### FRUIT FILLINGS

These fillings are specifically designed to be combined with dark, milk or white chocolate, creating the delightful sensation of taste. The production process ensures stability of our fillings, without water migration and occurrence of the sugar bloom within the chocolate.

#### CHARACTERISTICS:

Ready to use

Low water activity  $\leq 0,6$

Smooth texture, preserved natural color and flavor of fruit

#### VARIETIES:

- pomegranate
- apricot
- sour cherry
- strawberry
- sour cherry
- amarena
- blueberry
- lemon
- raspberry
- orange

#### FIELD OF APPLICATION:

Chocolates, pralines

#### WAY OF APPLICATION:

One-shot

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# CONFECTIONERY

## Fillings for chocolates and pralines

### CREAM FILLINGS



This line of our products has smooth texture, with particles that do not exceed 5 microns. These fillings give the new dimension of pleasure to the world's favorite confection. They are stable in the finished product for up to 12 months.

#### CHARACTERISTICS:

Ready to use

Low water activity  $\leq 0,7$

Smooth texture, particles less than 5 microns

#### VARIETIES:

- Maraska cherry
- sour cherry
- orange
- lemon
- mango
- blueberry
- lime
- strawberry
- rum
- caramel

#### FIELD OF APPLICATION:

Chocolates, pralines

#### WAY OF APPLICATION:

One-shot

#### PACKAGING:

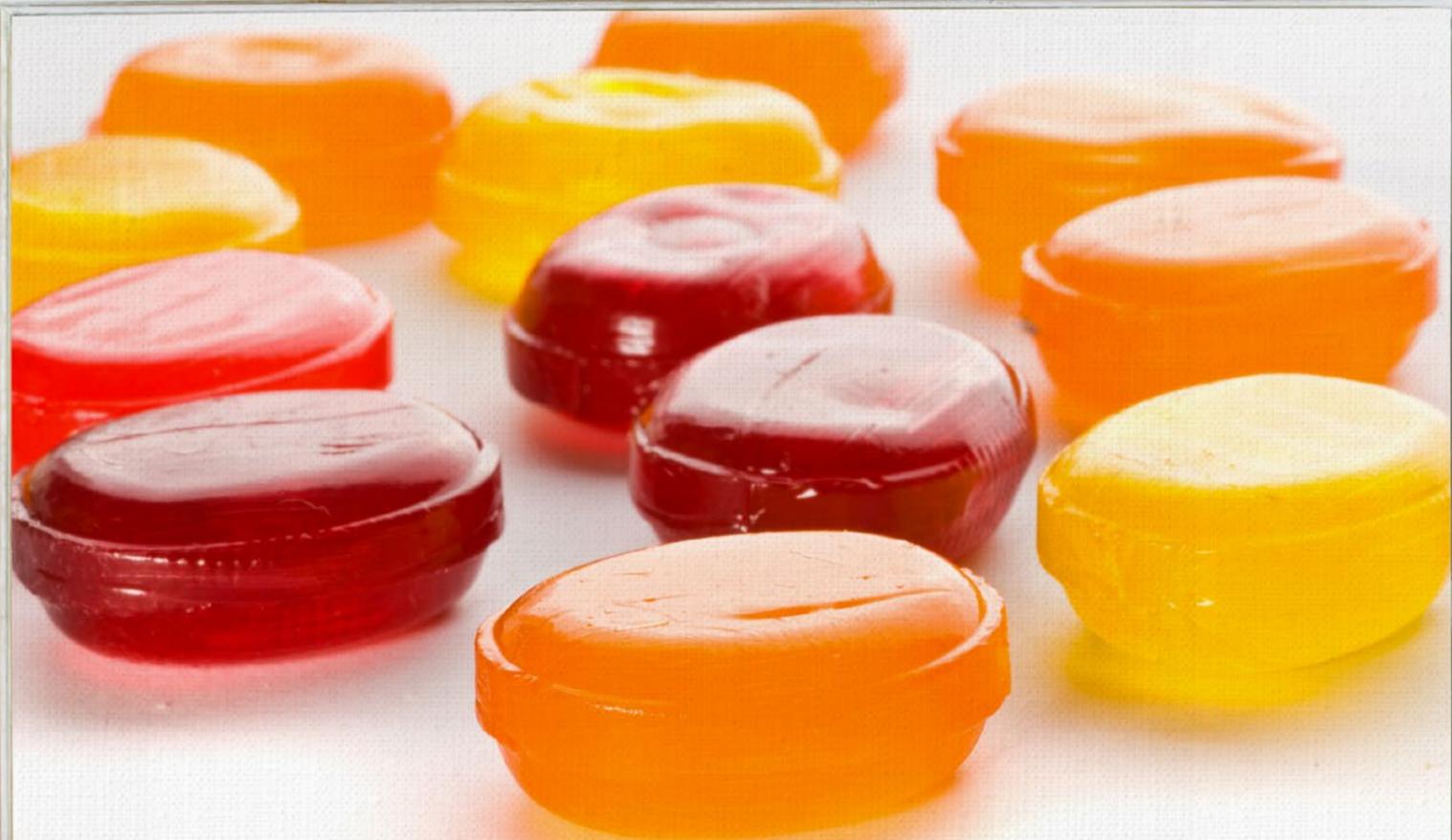
Thermosealed buckets, 6kg, 20kg, 25kg



# CONFECTIONERY

## Fillings for hard candies

### FRUIT FILLINGS



Our fruit syrups are added to fillings for candies, providing refreshing taste of real fruit in sugar candies. These syrups have high fruit content and are very easy to store and use.

#### CHARACTERISTICS:

Ready to use

High fruit content

#### VARIETIES:

• lemon

• strawberry

• sour cherry

• orange

• blueberry

• forest fruit

#### FIELD OF APPLICATION:

Sugar candies

#### WAY OF APPLICATION:

One-shot

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# FOOD SERVICE SOLUTIONS

## Sauces and toppings

### DESSERT SAUCES



Ideal to drizzle over desserts, ice cream, coffee, pancakes... They give great visual appeal and add flavor to your favorite indulgences. Packed in convenient PE bottles with a flip-top and back-stop cap with a non-drip valve.

#### CHARACTERISTICS:

Ready to use

Flip-top and back-stop cap with non-drip silicone valve

#### VARIETIES:

- chocolate
- caramel
- sour cherry
- strawberry
- forest fruits
- white chocolate
- nougat
- bubble gum
- toffee
- butterscotch
- raspberry
- mint
- milk chocolate
- pistachio

#### FIELD OF APPLICATION:

Decoration of desserts, ice cream, coffee

#### PACKAGING:

PE bottles, 1kg, 0,33kg



# FOOD SERVICE SOLUTIONS

## Sauces and toppings

### TOPPINGS



Our fruit toppings are made with whole or pieces of fruit evenly distributed in a shiny fruit gel that doesn't drip from the cakes, ice cream and other desserts. Cream toppings also adhere well to the desserts. They have smooth and shiny texture, and a perfect creamy mouthfeel.

#### CHARACTERISTICS:

Ready to use

#### VARIETIES:

- mango/apricot
- pear
- apple cubes
- pomegranate
- red fruit
- blueberry
- raspberry
- cranberry
- plum
- wild berries
- apple cinnamon

#### FIELD OF APPLICATION:

Decoration of desserts, cakes and ice cream

#### PACKAGING:

Transparent three layer pillow bags, 2kg;

Thearmosealed buckets 6kg



# FOOD SERVICE SOLUTIONS

## Fillings

### FRUIT FILLINGS



Our fruit fillings have a fruit content up to 90% and a smooth, shiny surface. They have excellent baking stability and keep fresh flavor, smooth texture, volume and shape after baking. They are also freeze/thaw stable.

#### CHARACTERISTICS:

Ready to use

Bake stable

Pumpable

#### VARIETIES:

- sour cherry
- apricot
- raspberry
- apple
- forest fruit
- blueberry
- peach
- pear
- plum
- pumpkin with cinnamon
- strawberry
- orange

#### FIELD OF APPLICATION:

Open and closed dough, puff pastry, Danish, tarts, pies

#### WAY OF APPLICATION:

On top

As a filling by pumping, injecting, dosing

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# FOOD SERVICE SOLUTIONS

## Fillings

### CREAM FILLINGS

Cream fillings have perfect bake-stability, freeze/thaw stability, smooth texture and volume that remains intact through the baking. Made of selected raw materials, with distinctive flavor of Bourbon vanilla, Belgian chocolate and Turkish hazelnuts.

#### CHARACTERISTICS:

Ready to use

Bake stable

High resistance to mechanical stress

#### VARIETIES:

- crème brûlée
- creamy lemon
- soft vanilla
- vanilla
- choco
- choco-hazelnut
- caramel
- coconut
- cheesecake

#### FIELD OF APPLICATION:

Open and closed dough, puff pastry, Danish, tarts, pies

#### WAY OF APPLICATION:

On top

As a filling

#### PACKAGING:

Thermosealed buckets, 6kg, 20kg, 25kg



# FOOD SERVICE SOLUTIONS

## Glazes

### CHOCOLATE GLAZE



No cake is complete and more delicious without good chocolate glaze on top. Our chocolate glaze will transform your cake into the real masterpiece. Easy to use, this glaze can be used to coat tarts, cakes, pastries, pies. Enrich the taste and the visual appearance of your dessert.

#### CHARACTERISTICS:

Easy to use

#### VARIETIES:

- chocolate glaze 20
- chocolate glaze 40

#### FIELD OF APPLICATION:

Tarts, cakes, muffins, cream cakes, pastries, pies

#### WAY OF APPLICATION:

On top

#### PACKAGING:

Bucket 2,5kg



# FOOD SERVICE SOLUTIONS

## Glazes

### MIRROR GLAZES



Perfect coverage, without dripping, these glazes will give an extraordinary visual appearance to any preparation. They are also developed to improve the taste and prolong freshness of your desserts.

#### CHARACTERISTICS:

Easy to use

#### VARIETIES:

- neutral glaze
- orange glaze

#### FIELD OF APPLICATION:

Tarts, cakes, cream cakes, pastries, pies

#### WAY OF APPLICATION:

On top

#### PACKAGING:

Bucket 2,5kg



# FOOD SERVICE

## Drinks

SYRUPS FOR POST MIX MACHINES  
& FRUIT PREPARATIONS FOR SMOOTHIES



When mixed with milk, cream and ice, our syrups give a perfect milkshake. When mixed with ice, or ice and fresh fruits, our syrups give perfect smoothies. They also can be easily incorporated into cocktails and coffee specialties.

### CHARACTERISTICS:

Ready to use  
10% dosage

### VARIETIES:

- vanilla
- choco
- strawberry
- forest fruits
- banana
- tropic
- strawberry / banana
- mango / pineapple

### FIELD OF APPLICATION:

Milkshakes, smoothies, cocktails, coffee specialties

### PACKAGING:

Transparent three layer pillow bags, 2kg



# FOOD SERVICE

## Drinks

### HOT CHOCOLATE POWDER MIX



Simply mix it with milk and get a perfect winter delicacy. Stir the powder mix in a cold milk and heat with a steam till you get the density you desire. It can be prepared with thick or thin consistency. Our dessert sauces are perfect for decoration and richer flavor of hot chocolate.

#### CHARACTERISTICS:

Easy to use

#### VARIETIES:

- dark chocolate
- milk chocolate

#### PACKAGING:

Light protected pillow bags, 1kg



# FOOD SERVICE SOLUTIONS

## Gelato

100% FRUIT CONTENT GELATO D'ICE



100% natural liquid gelato base.

### CHARACTERISTICS:

Ready to use, high fruit content - up to 100%

### VARIETIES:

- strawberry
- mango
- blueberry
- forest fruit
- lemon

### PACKAGING:

Bag-in-Box 5kg



# FOOD SERVICE SOLUTIONS

## Gelato

### FRUIT VARIEGATO



With whole firm fruit in a thick, shiny syrup our variegatoes are perfect as a decoration of gelato and also as a flavor for lighter gelato such as fior di latte or vanilla. Our variegatoes adhere to gelato and semifreddo desserts without dripping. They do not freeze.

#### CHARACTERISTICS:

Easy to use

Whole fruits, no dripping

#### VARIETIES:

- sour cherry
- strawberry cubes
- forest fruits
- apricot

#### PACKAGING:

Thearmosealed buckets, 2,5kg



# FOOD SERVICE SOLUTIONS

OBLACINSKA SOUR CHERRY IN SYRUP



Worldwide known, Oblacinska sour cherry has beautiful characteristics and numerous positive traits. The flesh is dark red, juicy, quite sour, very aromatic and full of different anthocyanins in the skin. We've succeed to develop premium product from Oblacinska, giving you the best solution for your cocktails, ice cream sundaes, cheesecakes, pies and desserts of your choice.

## CHARACTERISTICS:

Ready to use

## FIELD OF APPLICATION:

Alcoholic and non alcoholic drinks, cocktails, ice cream sundaes, gelato, cold desserts, pastries

## PACKAGING:

Jar 400gr, Bucket 2,5kg





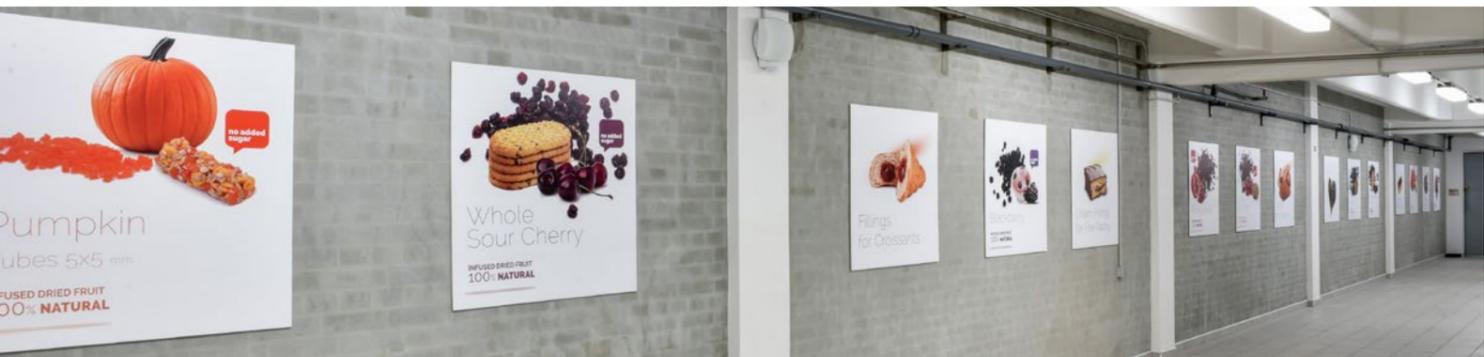
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ISO 22000: 2005 ❖ SQMS ❖ BRC



ISO 9001:2015 ❖ ISO 14001:2015



HALAL

[www.desing.rs](http://www.desing.rs)