



South African Sultana

Introduction

Quality has always been the driving force behind the South African raisin industry. Over the past century, South Africa has grown to the 5th largest raisin production region in the world, with more than 80% of its product shipped to 72 markets.

Provided growing volumes, the SA Industry is repositioning itself in terms of product supply. A product category, previously known as 'sundried' or WP, has been revised and will be repositioned and marketed as a SA Sultana in the market.

Product description – what's new

Can vary in colour, from light amber to dark brown, free flowing seedless dried grapes, tender, soft skinned, low sugar and sharp, naturally dried in the direct sunlight.

The "old WP" product category was revised and category specifications have been developed and standardized within the industry, this includes newly developed colour charts to guide South African packers (refer to colour chart on the right).

Unique Selling Points

- ✓ Value for money
- ✓ Strict food safety protocol and compliance criteria
- ✓ 12 month shelf life
- ✓ Product does not sugar easily
- ✓ Well within Ochratoxin A max. levels
- ✓ Excellent product flow
- ✓ Light colour and product colour range
- ✓ Low pesticide residue (within max. residue levels, also limited number of residues)

Product specifications;

- ✓ Berry count: 220 – 320/100 gram
- ✓ Packed moisture: 11 – 17% as per customer specification.
- ✓ Colour: Within colour chart specification
- ✓ Foreign objects: 1 per 1000kg
- ✓ Damage: 2%
- ✓ Cap stems: 30/kg
- ✓ Insect infestation: None
- ✓ Stalks: <10mm – 1 per packed unit.
>10mm – 3 par packed unit.
- ✓ Blemishes: 5%

Colour

Four colour variants of the SA Sultana have been included as part of the product specifications, they include:



SA Sultana Product use

The product is used in a wide variety, which include:



Cooking



Baking



Snacking