The Challenge
The global juice market is undergoing a revolution, led by consumer demand for healthy and high quality products. There is a need for better ways of preserving these beverages to ensure that they have a longer shelf life while maintaining their customer-demanded quality traits. Many companies use a heat pasteurization process to create a long shelf life, but the product loses taste and the nutritional benefits of fresh natural juices. More recently, non-thermal High Pressure Process (HPP) was introduced, which preserves nutrients and makes juices safer and tastier. However, HPP cannot inactivate many undesirable enzymes that reduce the products’ quality, resulting in a relatively short shelf-life. This restricts shipment range, and limits market penetrability. HPP beverage producers around the world have been seeking solutions for this enzymatic problem for many years.

The Solution
Taze Technology solves this problem by developing an innovative combination of HPP and dense phase carbon dioxide. The technology introduces carbon dioxide (CO2), a natural constituent of various food sources, into a bottle. The bottle is treated with HPP to allow CO2 to work in-situ at high pressure to inactivate unwanted enzymes, which results in more effective preservation. This unique combination ensures safety and significantly increased shelf life, while maintaining important consumer satisfaction traits including freshness, taste and quality, and with no requirement for additives or preservatives.

Competitive advantage
- Fresh juice with significantly longer shelf-life
- Retains nutritious value with freshness
- No additives or preservatives
- Works with existing HPP technology

IP position
The patent application is currently in PCT phase.

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