



OUR CRANBERRIES: MOIST AND PLUMP!

Nathalie Côté, proud member of Citadelle



We are the first cranberry processor to create a drying process that maintains all the cranberry's integrity.

In fact, most commercial processes extract many of the fruit's benefits, leaving a berry that packs only a portion of its original properties. We've developed a unique process to make sure our cranberries stay moist and plump, which is how they should be.



- Unlike others, we extract a relatively small amount of the berry's juice – which **maintains the cranberry's tender texture** and tangy taste.
- Our cranberries are dried longer at a lower temperature in order to **maintain optimal health benefits**.
- **Our process is 100% natural.** We never use stabilizing products (such as citric acid), colouring or glycerine (an additive that bloats the berries and leaves a waxy taste) to enhance our natural fruit.
- Every batch we produce is **100% traceable**.

In addition to our whole sweetened dried cranberries, we also produce a unique infused cranberry, obtained by infusing the entire berry in a cane sugar solution and then freezing it immediately.



MAPLE PRODUCTS | HONEY | CRANBERRIES

PRODUCERS OF PURE INNOVATION

HARVESTED WITH TRANSFORMED W



The Côté family, proud members of Citadelle

Made with pride by passionate producers

Since its beginnings in 1925, the Citadelle Maple Syrup Producers' Cooperative has expanded to nearly 2,000 members, marketing maple and honey products worldwide and delivering a consistently excellent product of unsurpassed quality and integrity.

In 2010, Citadelle once again demonstrated its commitment to innovation by joining forces with La Maison Bergevin, a family enterprise dedicated to producing gourmet cranberry products using innovative techniques made possible by an experienced R&D team.



Thanks to La Maison Bergevin's unwavering commitment to quality, Citadelle has since then established itself as one of the top 3 cranberry processors in Canada, as well as being the only cranberry coop in the country.



From our marshes to the processing facilities, this is the story of how we produce our high-end, 100% natural cranberry products.



The resulting breathtaking landscape of red berries floating over this man-made body of water is a memorable sight.

From April to mid-June, the shrubs start showing small buds, which turn into flowers over the summer, and then into cranberries during the fall. The fruit is ready for harvest in October, when it finally reaches our high standard for quality: optimal size and taste and a distinctive crimson colour.

The harvesting process requires the entire field to be completely flooded. Tractors using spinning rollers are then sent out to delicately agitate the shrubs and detach the fruit from their stems. The cranberries' internal cavities and impervious skin allow them to float to the surface. The fruits are easily gathered using gravity and pumps, and sent into the processing station, where they are sorted, cleaned, and ready to go.

GENTLE DEDICATION, WITH INNOVATIVE PERFORMANCE



Cranberries used to be hand-picked, a tiresome and often inefficient process, until the 1960s, when someone realized that the air cavities inside the cranberries could be used to the producer's advantage. Water-picking is now the preferred method for harvesting cranberries.



The cranberry is a small dark red berry native to North America and found in marshy land. In Quebec, it is often referred to as "atoca", which is the name the Iroquois have for it. The cranberry grows on shrubs with small leaves and distinctive bright pink flowers.

While the tangy tart taste of the cranberry makes it a staple in juices, sauces and pastries, studies show that this small crimson fruit is packed with a number of impressive benefits. With 9 times the antioxidant capacity of broccoli, it truly is Mother Nature's superfruit!

- The flavonoids found in cranberries account for most of their antioxidant properties. These can help prevent cardiovascular disease, certain cancers and other age-related illnesses.
- The cranberry's proanthocyanidin, a powerful antibacterial, can play an active part in preventing and treating infections.
- 110 grams (one cup) of fresh cranberries contain 94 mg of potassium, 20% of the daily recommended intake of vitamin C and 5.1 grams of fibre: more than twice as much as an apple.

Add some tanginess, add some cranberries

A long time favorite in North American kitchens, cranberries have however come a long way. With foodies around the world catching up on the seemingly infinite possibilities this sassy berry has to offer, cranberries are taking over the spotlight:

- Dairy products such as yogurts and ice creams are revealing a whole new range of flavours thanks to the tart and sweet taste of our unique infused cranberries.
- Dried cranberries are a great healthy snack. Add some to your breakfast cereal, or throw a handful in some trail-mix for a nutritious and energizing lunchbox favorite.



- Our clients love cranberry sauce served as a side for a variety of grilled or simmered meat dishes, such as lamb, chicken and even shrimp. The visually alluring crimson colour adds to the sweet and savoury kick.



Some cranberry basics never go out of style: cranberries instead of raisins are a fresh take on baked goods; cranberry sauce is a staple topping for holiday turkey; cranberry juice is a popular drink mixer for bartenders.

PRODUCTS		USES
Whole sweetened dried cranberries	15-18% moisture	Baked goods and pastries, ready to eat fruit snacks
	11-14% moisture	Breakfast cereal, salad mix, packaged trail-mix, nutrition bar
Cranberry juice Single strength, undiluted	100% natural, cold-pressed. 7 +/- 1 °Bx*	High end juices
Frozen infused pasteurized cranberries	35-45 °Bx	Ice cream, frozen yogurt, fresh and frozen baked goods, and other frozen dairy and non-dairy products

* Brix degrees (°Bx) are used to measure the fraction of saccharose in a liquid: 1 degree represents 1 gram of sucrose in 100 grams of solution.

Our certifications



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PRODUCERS' COOPERATIVE

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