

The story of juice: How it's made

From the farm field to the refrigerator, juice provides Australians with refreshment and a great source of vitamins and minerals, but many consumers are unsure about how juice is made. We look at the two most common processing methods for juice (no added sugar) and how juice drinks are manufactured.

Fruit and vegetable juices (no added sugar) might come from concentrate or directly from fruit and vegetables which are processed without reconstitution (not from concentrate).

Juice drinks are different and contain a lower level of juice – usually between 5 per cent and 25 per cent.

Making juice not from concentrate (NFC)

As with all juices, the fruit or vegetable starts life in fields or orchards.

Local growers cultivate the produce and pick the fruit or vegetables, sometimes by hand. Then, the fruit or vegetables go directly to a factory where they are inspected for quality before being processed.

Once the juice is squeezed, it is pasteurised to ensure it stays fresh for longer and lock in natural nutrients and premium quality.

Making juice from concentrate

Juice from concentrate goes through a few more steps.

Depending on the technique, the juice is either heated by steam so the water in juice evaporates, or 'ultra-filtrated', and then concentrated using reverse osmosis. Reverse osmosis is a purification process that uses a partially permeable membrane/filter to remove large unwanted particles by applying an pressure.

To bring the concentrate back to its previous form, water is added to reconstitute the product to an agreed standard (brix).

Finally, the juice is pasteurised before packaging.

Making juice drinks

Lower juice content and additional ingredients distinguish juice drinks from juice (no added sugar).

Juice drinks are made from concentrate but reconstituted with more water than the original juice.

Fast facts

What is juice from concentrate?

Juice that has had at least 50% of the water removed.

What is not from concentrate?

Juice that is processed and pasteurised.

What is a fruit juice serve?

According to the Australian Dietary Guidelines¹, the recommended serve size is 125ml or ½ cup fruit juice (no added sugar). In comparison, a serve of fruit is about 150g e.g. 1 medium apple.

How many Australians eat enough fruit?

Only 1 in 3 Australians met the recommendation for fruit in the latest nutrition survey with an average of just 1.5 serves of fruit (including fruit juice and dried fruit) consumed per person aged two years and over².

Daily minimum fruit serves¹

2-3 years	1 serve
4-8 years	1.5 serves
8-11 years	2 serves
12-18 years	2 serves
Adults	2 serves

1 fruit serve

= 150g fruit or 125 ml juice (½ cup)

Did You Know?

Brix is the sugar content of a fluid and measured in degrees. One degree Brix is 1g sugar in 100g of the fluid.

