



Strawberry bites

Goodness of strawberries all year round



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Strawberry

Nutritional benefits



Strawberries are nutritionally significant due to their high vitamin C content, abundance of antioxidants like anthocyanins, and rich supply of dietary fibers. They also provide essential micronutrients, including folate and potassium, support immune health, and help regulate cholesterol and blood sugar levels. With low calories and high water content, strawberries promote digestion, heart

health, and weight management, making them a powerful addition to a balanced diet.

Problems

Strawberries are highly perishable fruits with a very short post-harvest life due to their delicate texture and high moisture content. They are also seasonal and not available throughout the year. During the peak harvest period, the supply often exceeds market demand, forcing growers to sell their produce at significantly lower prices.



Limitations of processed strawberry products

Most value-added strawberry products contain a high amount of added sugar, which increases their calorie content and limits their consumption by health-conscious and diabetic individuals. In addition, these processed products often fail to retain the natural taste, aroma, and texture of fresh strawberries. During processing, significant losses of natural antioxidants such as anthocyanins occur, and the use of artificial colors and flavoring agents further diminishes their nutritional and health benefits.



Strawberry Bites

Procedure

Pre-treatment and hot air drying parameters such as temperature and time were optimized to produce high quality dried strawberries intended for dry fruit consumption. The resulting product is 100 % natural, sugar free and organoleptically appealing. It presents a viable, shelf-stable alternative to fresh strawberries, with promising applications in the health food and functional snack sectors. Physicochemical properties and storage study of the dried product have been carried out and it was found that product can be stored upto 8 months with retention of quality.



Fresh Strawberries



Disinfection



Slicing &
Pretreatment



Drying & Packaging



Strawberry Bites



Key Features

- Simple production process
- Natural flavor: Product is 100 % natural and sugar-free
- Versatile culinary delight: Perfect for snacking or incorporating into dishes, desserts, cereals, and yogurt with a burst of flavor
- Nutrient - packed snack: A delicious source of vitamins, antioxidants, and dietary fiber
- Convenient and ready to eat
- Longer shelf-life

Economics

Capacity: 100 Kg / day of fresh strawberries

(1) Initial Capital Investment : Rs. 5 Lakhs (approx.)

- Dryer (Capacity: 100 Kg)
- Slicer
- Washing cum pretreatment tanks
- Vacuum packaging machine
- Miscellaneous (Shed, water, electricity, etc.)

(2) Production/ recurring cost : Rs. 4 Lakhs/ month

- Including raw materials, manpower, packaging, electricity, and other miscellaneous expenses for a unit with a 100 Kg capacity

(3) Income from profit: Rs. 2.1 Lakhs/ month

- Production cost of dried product per Kg: Rs. 1300 approx.
- Probable selling cost: Rs. 200 for a packet of 100 g
- Profit: Rs. 700 per Kg of the dried product

(*Cost of raw materials may change with market fluctuations)

Social impact

Employment generation

- ✓ Utilization of lower-grade strawberries; Post-harvest glut management

Potential users of the technology

- ✓ Agro-processing centres, Lab based industries, ICAR- KVKs, Self Help Groups, Farmer Producer Organizations, Farmers, Entrepreneurs, etc.

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