



Team name	Appeeling team
Product	Appeeling
School	Wageningen University and Research
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Appeeling is an innovative perspective in the beverage industry.

It is a drink made of fruit peels, important by-products of the fruit industry, together with other ingredients such as milk and water.

They offer a convenient way to incorporate dietary fibers in the diet, in an attractive form. The product has no added sugars and is rich in naturally occurring fibers and antioxidants which make it healthy.

Appeeling comes in 2 flavours: apple-pear and mango-avocado-apple-lime. The peels are locally sourced to reduce carbon footprint, making the product sustainable and environmentally friendly.

Regarding the process, the high-pressure treatment allows to maintain the properties of the drink. Also, the packaging was thought to be sustainable, consisting of re-used plastic bottles of 250 mL each.



