



# From Awareness to Acceptance: Egypt's Juice on the World Stage



# Who am I

- B.Sc. and M.Sc. in Beverage Technologies
- A decade of background in juice industry
- Technology driven and commercially focused
- Technical Manager at SGF
- Responsible for Egypt SGF-members
- Other areas:
  - Eastern Europe, CAN/USA, Türkiye, Germany



# Juice world knows whats going on in Egypt



ecofin agency

## Industrial Boom Drains Egypt's Fresh Oranges from Export Markets

[ecofinagency.com/news-agriculture/](https://ecofinagency.com/news-agriculture/)

**EUROFRUIT**

## Rise of Egypt's juicing industry likely to impact European citrus market

[fruitnet.com/eurofruit/](https://fruitnet.com/eurofruit/)



## Egyptian Orange Processing Boom: Six New Factories in 2026 to Reshape Global Affordable Orange Market

[east-fruit.com/en/news/egyptian-orange-processing-boom](https://east-fruit.com/en/news/egyptian-orange-processing-boom)

**EnterpriseAM**

## البرتقال يتحول تدريجيا إلى التصنيع.. ماذا يحدث بالضبط؟

دور المتنامي في سوق العصير العالمي يمكن أن يعيد تشكيل ديناميكيات السوق في أوروبا، خاصة في ما يتعلق بالتسعير والحصة السوقية

[https://enterpriseam.com/egypt-ar/inside\\_industry/](https://enterpriseam.com/egypt-ar/inside_industry/)

**Juice News**

2025 most clicked article in  
Jan van Iperen's newsletter





But are they running  
after your products?



# How is Egypt juice different?



# Orange



	Glucose [g/L]	Fructose [g/L]	Sucrose [g/L]	Glucose/ Fructose ratio	% Sucrose	Total sugar [g/L]
Egypt (EG)*	19,0	19,7	45,0	0,96	53,8	83,8

\*average of all SGF Juice Profiling analysed juices of 2020-2025



# Total Sugar



Glucose [g/L]	+	Fructose [g/L]	+	Sucrose [g/L]	=	Total sugar [g/L]
19,0		19,7		45,0		83,8


**AIJN**  
 CODE OF PRACTICE  
 18 – 25      20 – 27

	Glucose [g/L]	Fructose [g/L]	Sucrose [g/L]	Glucose/ Fructose ratio	% Sucrose	Total sugar [g/L]
Egypt*	19,0	19,7	45,0	0,96	53,8	83,8

\*average of all SGF Juice Profiling analysed juices of 2020-2025

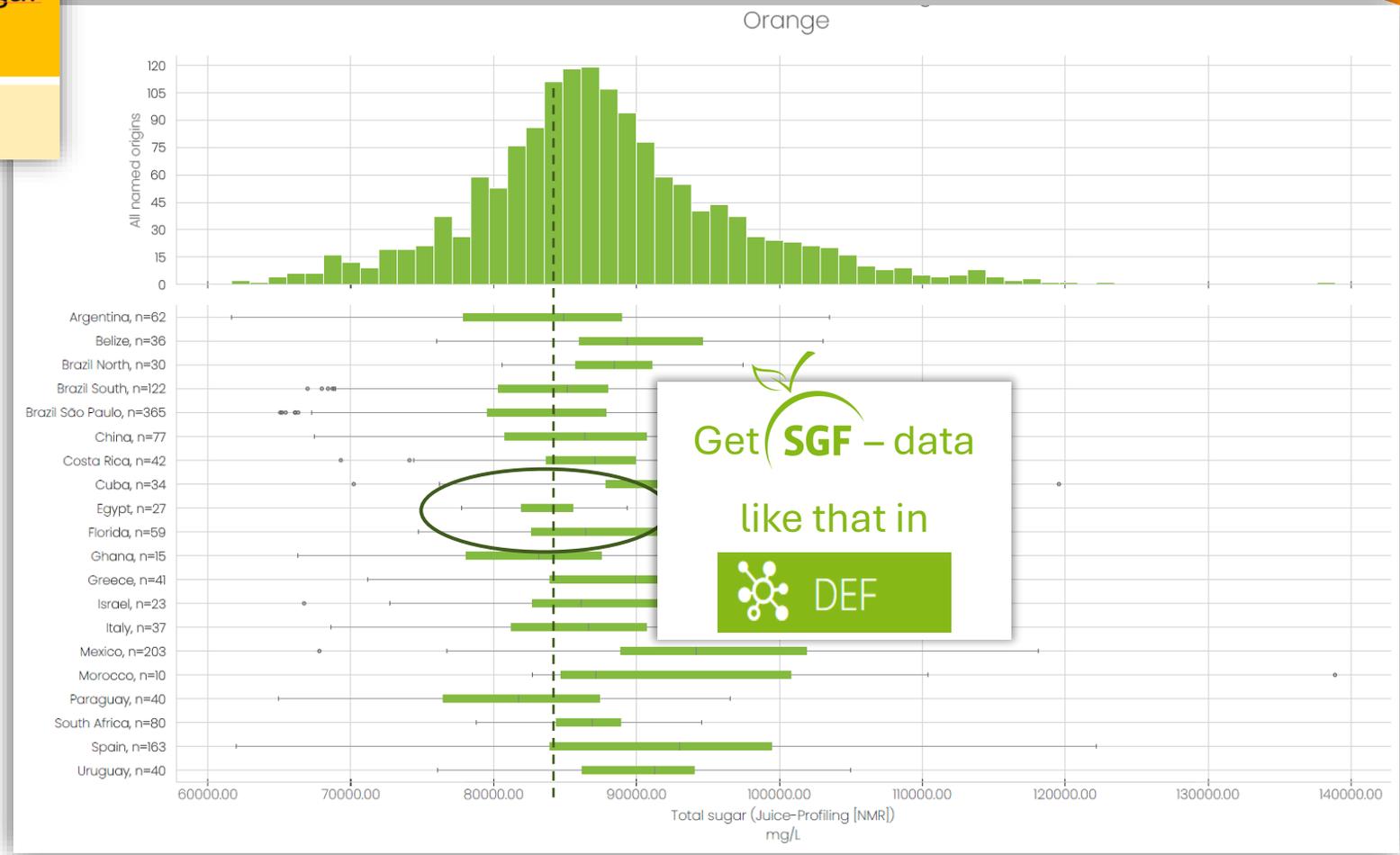
- Glucose and Fructose are very low – low inversion
- Sucrose is comparably high
- Total sugar is sitting in the global average



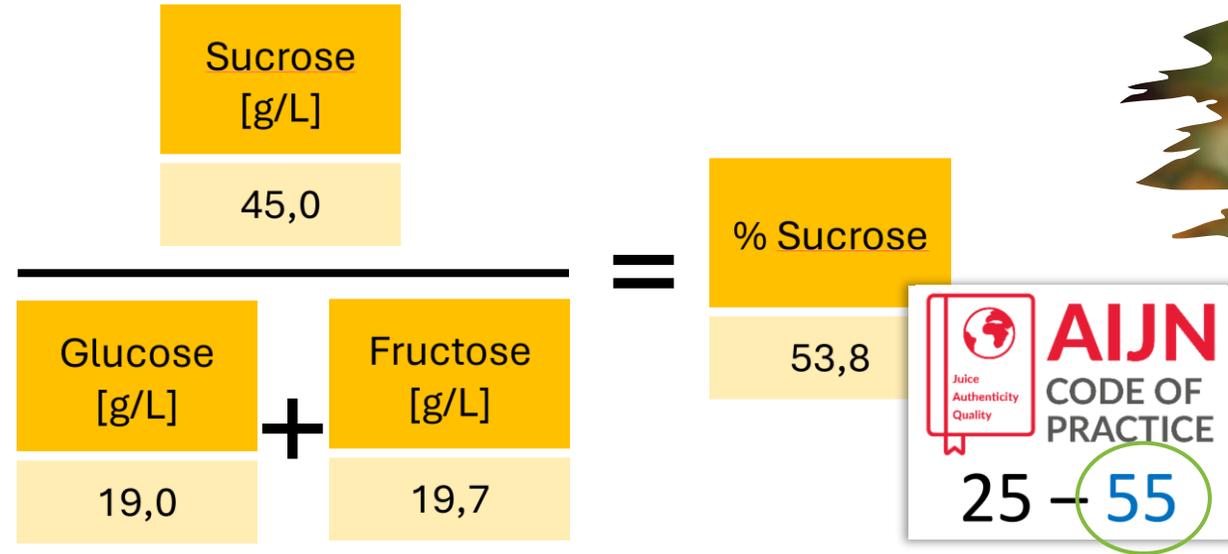
# Total Sugar



Total sugar  
[g/L]  
83,8



# % Sucrose



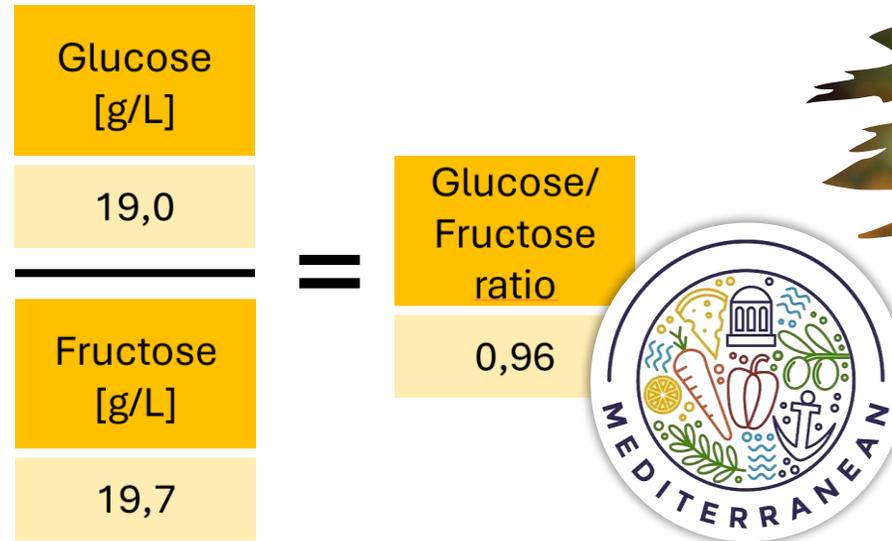
	Glucose [g/L]	Fructose [g/L]	Sucrose [g/L]	Glucose/ Fructose ratio	% Sucrose	Total sugar [g/L]
Egypt*	19,0	19,7	45,0	0,96	53,8	83,8

\*average of all SGF Juice Profiling analysed juices of 2020-2025

- % Sucrose is highest in global comparison
- Clear sign for good GMP



# Glucose/ Fructose ratio



	Glucose [g/L]	Fructose [g/L]	Sucrose [g/L]	Glucose/ Fructose ratio	% Sucrose	Total sugar [g/L]
Egypt*	19,0	19,7	45,0	0,96	53,8	83,8

\*average of all SGF Juice Profiling analysed juices of 2020-2025

- Glucose/Fructose ratio compares best to Mediterranean
- Glucose/Fructose ratio compares best to Navel/Valencia blends



# Protein



	alanin [mg/L]	arginin [mg/L]	4-aminobutanoic acid [mg/L]	prolin [mg/L]	Formol Number
Egypt*	69	751	299	821	20,5



\*average of all SGF Juice Profiling analysed juices of 2020-2025

- Amino acids and Formol compares best to Mediterranean
- Amino acids and Formol compares best to Navel/Valencia blends



# How is Egypt juice different?



# Strawberry - Sugars



	Glucose [g/L]	Fructose [g/L]	Sucrose [g/L]	Glucose/ Fructose ratio	%sucrose	total sugar [g/L]
Egypt (EG)*	20,3	23,6	6,3	14,3%	0,86	50,2

\*average of all SGF Juice Profiling analysed juices

- Sugars are high, but meet mediterranean profile



# Strawberry - Acids



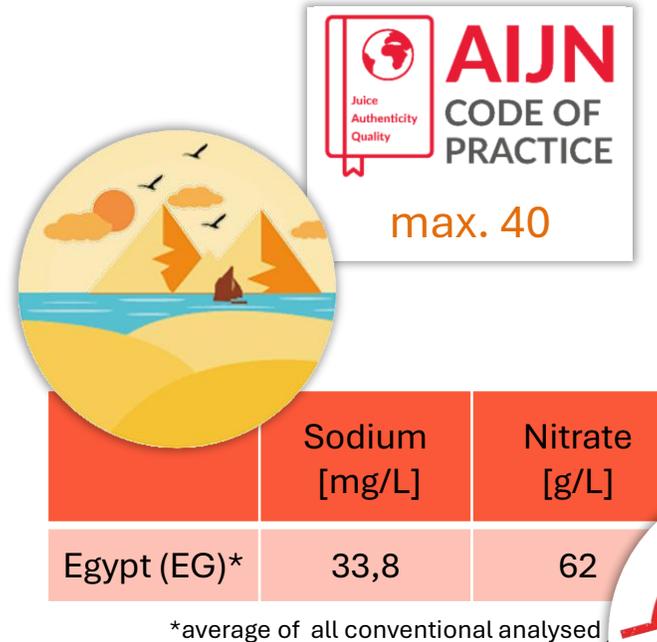
	Citric acid [g/L]	Malic acid [g/L]	citric acid / isocitric acid	Tit. Acidity (pH 8.1, citric acid)
Egypt (EG)*	5,6	1,7	137	6,6

\*average of all SGF Juice Profiling and conventional analysed juices

- Acids are typically lowest, but always meet AIJN COP expectations



# Strawberry – Sodium/Nitrate



- Ground- and Nile-water are increasing the sodium content
- Nitrate is best in class for strawberries in international comparison



# About pesticides - FRAPP

- Fruit Risk Assessment Programme for Pesticides
- Screenings cover Egypt risks
- Many suppliers for Screening
- Analysis show
  - Lower risk for Orange
  - Medium risk for Tomato
- More members – more data!



Become gold and



know what is sprayed - Enter FRAPP





# Pesticide ban in France/(Europe)

- Carbendazim/Benomyl
- Thiophanate-methyl
- Mancozeb



# Get my slides



# Stay in touch

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