FRUITORIS

MASTER BRAND, PURPOSE & FORMULATION MANUAL

Version 1.0 | 26 October 2026 | Eight Fruit Pop Collection



Concept artwork supplied by the project creator. Packaging and label claims shown are illustrative, not approved commercial labeling.

Brand slogan: ONE FRUIT. ONE FLAVOR. INFINITE REFRESHMENT.

Project affiliation: Divine Plural Grand Counsel Realm - 23 Members. **Status:** Research and development; no commercial validation or trademark clearance claimed.

1. BRAND NAME & IDENTITY

FRUITORIS is the proposed umbrella brand for eight individually fruit-forward carbonated beverages. The name is a working brand pending trademark and marketplace clearance. The visual identity combines a colorful master wordmark, recognizable fruit illustrations, crisp bubbles, and consistent packaging.

Core positioning: joyful, contemporary sparkling fruit beverages with one featured fruit per variety, lower added sugar as a development objective, and no added caffeine or artificial colors in the initial prototypes.

2. ABOUT FRUITORIS

FRUITORIS is a concept-stage beverage portfolio comprising Lemon, Lime, Apple, Strawberry, Banana, Mango, Pineapple, and Cherry Pop. The formulas share a common sweetener-and-carbonation framework while fruit ingredient levels and acid adjustments differ. Each is designed to emphasize its named fruit without mixing in other fruit flavors.

3. PURPOSES

The purposes are to create enjoyable fruit-forward refreshment; provide a disciplined framework for recipe research; test reduced-added-sugar formulations; develop a coherent eight-product brand; and explore future manufacturing and licensing partnerships after validation and intellectual-property review.

4. MISSIONS

To research, taste-test, refine, and document eight distinctive sparkling beverages using measured ingredients, reproducible procedures, honest nutritional communication, and appropriate food-safety controls. Commercial partners would receive proprietary details only through suitable authorized and confidential processes.

5. VISIONS

To develop FRUITORIS into a recognizable, colorful beverage collection sold individually and in mixed-flavor packs, with appealing taste, consistent manufacturing quality, and transparent, compliant labeling. Long-term commercial feasibility depends on consumer testing, production costs, regulatory assessment, and distribution partnerships.

6. EIGHT-FLAVOR COLLECTION

Code	Product	Sensory direction
FR-001	Lemon Pop	Bright, crisp citrus
FR-002	Lime Pop	Zesty, tangy citrus
FR-003	Apple Pop	Juicy, aromatic apple
FR-004	Strawberry Pop	Fresh berry aroma
FR-005	Banana Pop	Soft, mellow banana
FR-006	Mango Pop	Rich tropical mango
FR-007	Pineapple Pop	Lively sweet-tart pineapple

Code	Product	Sensory direction
FR-008	Cherry Pop	Bold cherry character

7. MASTER INGREDIENTS - UNIVERSAL BASE FUFPS 1.0

All quantities below are **per 1,000 mL of finished beverage**. Purified sparkling water is added to the final measured volume, not used as a fixed 1,000 mL plus other ingredients.

Ingredient	Amount per 1 L	Function
Purified sparkling water	To 1,000 mL final volume	Water and carbonation
Organic cane sugar	20.000 g	Sweetness and body
Food-grade stevia extract (Reb A 97%)	0.040 g (40 mg)	Additional sweetness
Food-grade sea salt	0.050 g (50 mg)	Flavor balancing
Pasteurized named-fruit juice or puree	Varies by formula	Fruit identity
Food-grade citric acid	Varies by formula	Tartness adjustment

Ingredient sourcing standards

Use food-grade ingredients, potable water, pasteurized fruit products, and traceable supplier lots. A precision scale or correctly prepared dilution is required for 40 mg stevia and 50 mg salt. Different stevia preparations cannot be substituted by equal weight without recalculation.

Optional future ingredients

A flavor derived from the named fruit, beverage-compatible stabilizer, alternative food-grade acidulant, or suitable preservation system may be considered after sensory and technical assessment. Each change requires its own formula revision and label review.

8. COMPLETE EIGHT-FORMULA MATRIX

Every row below additionally includes 20.000 g cane sugar, 0.040 g Reb A stevia, 0.050 g sea salt, and sparkling water to 1,000 mL final volume.

Code / Flavor	Fruit ingredient	Fruit quantity	Citric acid
FR-001 Lemon	Pasteurized lemon juice	35 mL	0.30 g
FR-002 Lime	Pasteurized lime juice	30 mL	0.20 g
FR-003 Apple	Pasteurized apple juice	80 mL	0.20 g
FR-004 Strawberry	Pasteurized strawberry puree	60 g	0.30 g
FR-005 Banana	Pasteurized banana puree	40 g	0.10 g
FR-006 Mango	Pasteurized mango puree	50 g	0.20 g
FR-007 Pineapple	Pasteurized pineapple juice	70 mL	0.10 g
FR-008 Cherry	Pasteurized cherry juice	60 mL	0.20 g

Formula status: These are proposed starting formulations. Fruit sweetness, acidity, aroma, sediment, and carbonation retention must be measured and adjusted individually.

9. INDIVIDUAL FORMULA NOTES

FR-001 - LEMON POP

35 mL pasteurized lemon juice; 0.30 g citric acid. Evaluate lemon brightness and potential excessive acidity.

FR-002 - LIME POP

30 mL pasteurized lime juice; 0.20 g citric acid. Evaluate crispness, aroma, and tartness.

FR-003 - APPLE POP

80 mL pasteurized apple juice; 0.20 g citric acid. Account for naturally occurring juice sugars.

FR-004 - STRAWBERRY POP

60 g pasteurized strawberry puree; 0.30 g citric acid. Monitor pulp separation and foaming.

FR-005 - BANANA POP

40 g pasteurized banana puree; 0.10 g citric acid. Monitor viscosity, browning, and pH.

FR-006 - MANGO POP

50 g pasteurized mango puree; 0.20 g citric acid. Monitor thickness and sediment.

FR-007 - PINEAPPLE POP

70 mL pasteurized pineapple juice; 0.10 g citric acid. Monitor natural acidity and foaming.

FR-008 - CHERRY POP

60 mL pasteurized cherry juice; 0.20 g citric acid. Check for balanced cherry aroma and aftertaste.

10. PROTOTYPE PREPARATION - SAME-DAY TASTING ONLY

1. Clean and sanitize equipment; confirm ingredient specifications and pasteurization. 2. Dissolve sugar, stevia, salt, and the specified citric acid in approximately 100 mL potable still water. 3. Chill syrup thoroughly. 4. Add the specified fruit juice or puree. 5. Slowly add chilled plain carbonated water to exactly 1,000 mL finished volume. 6. Stir gently and serve chilled. 7. Record pH, serving temperature, flavor, aroma, carbonation, and aftertaste. 8. Discard leftovers after the tasting session.

Important: Do not carbonate syrup or puree in a household carbonator unless its manufacturer explicitly permits it. Do not seal homemade prototypes in unsuitable containers. Refrigerate at or below 40 F / 4.4 C except while serving.

11. SENSORY TESTING & QUALITY CONTROL

Use at least three to five adult tasters for exploratory feedback. Rate fruit recognition, sweetness, tartness, aroma, carbonation, aftertaste, and overall enjoyment from 1 (poor) to 5 (excellent). Record individual results, not just the average. Compare only one changed ingredient at a time.

Experiment	Baseline	Comparison
Stevia	40 mg/L	25 mg/L
Sugar	20 g/L	15 g/L
Fruit strength	As specified	15% higher or lower
Citric acid	As specified	Adjust incrementally after pH measurement

12. FOOD SAFETY, NUTRITION & LABELING

These formulas are **not** commercially validated, shelf-stable, or ready for sale. Commercial development requires a qualified beverage process review, measured pH, microbiological and shelf-life studies, validated preservation or processing, packaging-pressure testing, ingredient and allergen assessment, and applicable federal and state compliance.

The base adds 20 g cane sugar per liter, approximately 5 g per 250 mL or 7.1 g per 355 mL. Fruit ingredients contribute additional naturally occurring sugars. Finished-product calories and total sugars must be calculated and verified. Claims such as "low sugar," "reduced sugar," "healthy," "pure," or "real fruit" must be reviewed against actual composition and applicable labeling rules.

13. BRAND PACKAGING CONCEPT

Proposed 12 fl oz / 355 mL aluminum cans share a colorful FRUITORIS logo, fruit-specific color, prominent flavor name, and fruit imagery. Lemon: yellow; Lime: green; Apple: red; Strawberry: pink; Banana: pale gold; Mango: orange; Pineapple: golden yellow; Cherry: deep red. An eight-flavor discovery pack is a potential future offering.

14. INTELLECTUAL PROPERTY & LICENSING

Maintain dated version histories, formula records, supplier specifications, and restricted access. Investigate FRUITORIS trademark availability and clarify ownership before disclosure. Manufacturer outreach should begin with a nonconfidential overview; do not send proprietary recipes to a company that does not accept unsolicited submissions. Any licensing arrangement should define territory, exclusivity, royalty base, reporting, audit rights, quality control, term, and termination.

15. SUMMARY & NEXT DEVELOPMENT STAGES

FRUITORIS is a concept-stage collection of eight single-featured-fruit soda pops built on a shared lower-added-sugar formulation framework. The next stages are bench-scale taste tests, formula revisions, professional safety and nutrition validation, cost analysis, trademark review, pilot manufacturing, and only then confidential licensing discussions.

Development record: FUFPS 1.0 and FR-001 through FR-008 V1.0 are designed but untested. No manufacturing acceptance, unique patentable invention, trademark registration, or commercial agreement is claimed.