



BENJER DRINKS CO.



NZ's Best little Juice Company

Crafted in Central Otago since 1995





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Our Story

Benjer Drinks Co. has been crafting premium New Zealand fruit juices in Central Otago for almost 30 years. From humble beginnings at the foot of Mount Benger just out of Ettrick, the philosophy then was the same as it is now – to bottle the taste of summer for kiwis to enjoy all year round.

We started with just a couple of flavours – Apricot and Nectarine. Taking fresh tree-ripened fruit, we would destone and puree the fruit, then mix it back in with some pure mineral water and a little bit of sugar – delivering a juice that quickly became known as “the taste of Central Otago”.

Almost 30 years on, if we’re honest, not much has changed. We’ve added a few more flavours, but we still make our juice the same old-fashioned way, taking fruit from the orchards at the peak of their flavour and ripeness, processing to pulp and putting it back in the bottle – keeping all the flavour and goodness – with no preservatives or additives – just real fruit, real juice and a real passion for showcasing New Zealand’s amazing local produce.





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Who Are We?

100% locally owned and operated in Central Otago, we are a “boutique” operator in every sense of the word.

Long term Central Otago locals, Simon Green and Graeme Jackson are the driving force of the business. Simon has had an involvement with the company for over 20 years, having previously worked as sales and marketing manager in the early 2000s and Graeme brings a wealth of experience in hospitality and production having previously owned and operated a large bakery.

As a small independent operation, we literally do everything. From processing the fruit and making the juice, to bottling it and sending it out to all our customers – you can rest assured, we’ve had a hand in all of it.

We love all our juices and are proud to be one of the few independent juice companies in New Zealand.

We look forward to welcoming you to the Benjer family.





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Our Juices





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Based in the heart of Central Otago, we process and bottle all our juices on site in Cromwell using stone fruit from local orchards, apples from around the district, raspberries and boysenberries from Nelson and feijoas from Hawkes Bay.

Our fruit comes fresh off the tree and goes straight into the bottle with nothing added other than a bit of love and a lot of passion.

Traditionally pressed and hot filled, our juices are true to flavour, colour and mouth feel. Our apple-based products have no artificial flavours, colours or added sugar. None of our products have any preservatives added and all products have a minimum 24 month shelf life.

We watch our fruit grow on the trees of the orchards next door. We select our fruit personally. We pulp and finish the fruit by hand, we blend and bottle it ourselves. Then we ship it off around New Zealand for everyone to enjoy.

From branch to bottle, each batch of our juice is unique and will vary in flavour and colour according to the variety of fruit that has gone into that particular blend. We don't strive to make every juice the same – we love the variety and get truly excited with every batch we taste.





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APRICOT

Back when it all started in 1995, it was our Apricot juice that completely blew people's minds, and it continues to do that today. And just like in 1995, we take delicious tree ripened apricots direct from our local orchardists pulp them and put all that fantastic fruit in the bottle for you to enjoy. In fact, there is so much fruit in the bottle we think of our apricot juice as a nectar as opposed to a juice because when you have your first sip it is literally like eating a fresh apricot.

Each bottle contains no less than 24% apricot puree combined with mineral water and a little bit of sugar to bring back that fresh off the tree fruit taste.



NECTARINE

World famous in Central Otago, once you've tried our Nectarine juice you will be kicking yourself for not discovering it sooner. As one of the signature fruits of Central Otago, we only get to enjoy this stunning stone fruit for a few months each year. But you can drink it all year round! Again, we work with our local orchards to pick the fruit at the height of its freshness and sweetness, take it to the factory and pulp it, then mix in some mineral water and get it in the bottle.

Each bottle contains no less than 29% nectarine puree combined with mineral water and a little bit of sugar to give it that fresh of the tree fruit flavour.



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APPLE & BOYSENBERRY

Made from 100% NZ fruit, our award winning Apple and Boysenberry juice is a long-time favourite all over the country. We even have people knocking on the factory door wanting to buy it by the box when they are passing through.

Rich, juicy Nelson boysenberries are blended with Central Otago apple juice to deliver a rich and flavoursome juice that will take your breath away. What's in it? NZ boysenberries and NZ apple juice. That's all. No preservatives, no added sugar, no added flavours and not from concentrate. Just good old-fashioned juice.

Our 2024 Apple and Boysenberry juice was blended with Tenroy Royal Gala Apples from Ettrick. Which has added some extra natural sweetness to really make the boysenberries sing.



APPLE & RASPBERRY

If you fancy a bit of "zing" in your juice selection, then our Apple and Raspberry is one you definitely need to try. One of our longest serving flavours and one we like to think is pretty special, we take the yummiest Nelson raspberries, pulp them up and blend them with - you guessed it - our favourite Central Otago apple juice for a proper taste sensation.

And - you guessed it - that is all that is in the bottle. No additional flavours, no preservatives, no added sugar - just the best tasting juice you may have ever tasted.

Our 2024 Apple and Raspberry juice also blended with Tenroy Royal Gala Apples from Ettrick. The natural sweetness of the apple balances the tartness of the raspberries perfectly.



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APPLE & MANGO

Apple and Mango has long been a staple in the NZ juice diet - so we had to join in the fun. We take the best quality Mango puree available and blend that with the finest Central Otago apple juice (Tenroy Royal Galas) to make what has quickly become one of our best-selling juices.

Its nothing fancy though - pure mango puree and NZ apple juice. No added flavours, no added sugar, no preservatives and not from concentrate. And boy does it taste good!

You'll notice that the mango pulp settles to the bottom of the bottle and you can see the clear apple juice on the top. Don't panic - just give it a good shake before opening.

Best served over ice in a tall glass.



APPLE & FEIJOA

One of our newest flavours, Apple and Feijoa has proved a real hit - especially in the North Island where fresh feijoas say "summer" just like nectarines and apricots do down south.

What's in the bottle? Pure NZ feijoa puree and NZ apple juice. No preservatives, no added sugar and not from concentrate. Yum!

We double filter the feijoa puree to give it a nice smooth texture, blend with fresh clear apple juice with the result is a beautiful light juice with a sweet apple base but all the feijoa zing you could possible want.

We love it!



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APPLE

We may be biased, but we think our apple juice is the best apple juice in NZ. And there is one very simple reason. The apples. We make our Apple Juice with Cox's Orange apples - often regarded as the finest dessert apples you will find.

These apples are specially picked for us in Ettrick and not only do they deliver a rich, crisp aromatic flavour but because they are a fine-grained apple, the juice they produce is almost crystal clear - like a fine Sauvignon Blanc - but without the hangover!

What's in the bottle - 100% apple juice. Nothing else!



ORANGE

Everyone likes a good orange juice and we're no different. But we do have to advise that our Orange juice is made using premium imported orange concentrate.

After a few years experimenting we decided we just couldn't do it any other way. Like everything else we do, there is nothing else added (no preservatives and no added sugar), but we're not going to tell you it is something it is not.

But - as far as orange juice goes - its actually pretty damn good!

Same great shelf life, loads of flavour and just a hint of apple pulp for a little bit of texture.



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Keeping it Green

We know we are lucky to call Central Otago home and we do everything we can to minimize our environmental footprint.

- We source our ingredients from local suppliers wherever possible, keeping the carbon footprint low.
- Most of the fruit we use for our juices would otherwise go to waste due to slight imperfections in appearance making it unsuitable for export/supermarket buyers.
- We take the raw product, process by hand, use everything we can in the juice, then whatever is leftover goes to the local worm farm for composting.
- We use recyclable glass bottles (NZ made) and plastic free packaging.
- All our cardboard and glass waste is recycled locally.
- We use local employees, contractors, manufacturers and suppliers for all our production requirements



Who is Drinking it?



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We have Benjer fans from Bluff to Kaitaia and everywhere in between.

We understand and appreciate that our juice is not the cheapest on the market and that we'll never compete with the "big boys" when it comes to price.

We are a premium juice that is perfect for cafes, bakeries, lodges and hotels, wineries and craft breweries.

Some of our customers include:

- Airspresso (Queenstown Airport), The Carvery (Newmarket), Groundup Café (Pauatahanui), The Wrinkly Rams (Omarama), Stoaker Room (Wanaka), Interval Eatery (Rotorua)
- Arrowtown Bakery, Pembroke Patisserie (Hawea), Arobake (Wellington)
- The Rees Hotel, Sofitel Queenstown, Fiordland Lodge, Kauri Cliffs Lodge, Kinross Lodge
- Cardona Distillery, Monte Christo Winery, Gibbston Valley Winery & Lodge, Shortjaw Brewing (West Coast), Carrick Winery, Wanaka Brew Bar
- Royalburn Farm Shop, Webb's Orchard Shop, Freeway Orchards, Jackson's Orchard





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How Much Does it Cost?

All our flavours are packed in cases of 24 bottles (275ml).

Pricing as at July 1, 2024

\$69.60 plus GST per Case
(\$2.90 plus GST per bottle)

We also offer a Benjer Box which is a mixed case of 24 bottles, 3 of each flavour

Pricing includes freight provided you order an even number of cases (2, 4, 6, etc) as we strap 2 cases together for one “parcel”. For odd numbers of cases we do charge a contribution to the freight costs depending on your location.



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How Do I Order?

We like to keep things simple here at Benjer Drinks Co.

If you'd like to sample our juices then just let us know and we'll send you a mixed case for you and your staff to try.

If you decide you want to proceed to make an order then all we need is your contact details, billing details and delivery address and we'll load you into our system.

Most of our customers send their orders weekly/fortnightly by email, but you can also order through Upstock (recommended).

If you are part of the Foodstuffs or Wholesale Distribution networks just send us your account number and we can bill direct as we are listed with both.

Orders are dispatched daily from September to April and on Mondays, Wednesdays and Fridays winter (June-August) for overnight delivery.

We also have distributors in Dunedin, Auckland and Nelson and can make introductions there if you would prefer to order locally.





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How do I Order?

To Order Contact:

Simon Green & Graeme Jackson

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