Brix: is the measurement by which the percentage by weight of soluble solids is expressed as the percent of sucrose in a solution.

Density: is the thickness of the composition of an item and is measured by the specific gravity at a specified brix level.

Soluble Solids: material that is capable of being dissolved or mixed. Will not precipitate out.

Insoluble Solids: material that is not liquid soluble or absorb water. It will not mix or go into solution and will precipitate from the solution over a period of time.

Carbohydrates: are organic compounds found in foods, which can or can not be absorbed into the human body. Examples are: sugars, starches, fats, fibers, etc.

Distillates: are the high-boiler esters, which are water soluble and clear liquids that are derived from the fruit components after the juicing and/or pureeing processes. These are subtly complete the flavor profile a specified item.

Essences: are the water soluble, clear liquids that are derived from the juice or puree evaporation system during the pre-heat stage of the concentration process. These are the highly volatile low-esters, which are the main flavor components of a specified item. The strength of this item is usually expressed in 'fold' terms.

Dietary Fiber: is the eatable cell structure, seeds, and skins of the various fruits and vegetables.

- Soluble Fiber: is the dietary fiber of the fruit or vegetable that is water soluble and can be absorbed into the human digestive system and must be counted as part of the carbohydrate load of an item.
- Insoluble Fiber: is the dietary fiber of the fruit or vegetable that is not water-soluble and will not be absorbed into the human digestive system. This is known as a non-loading carbohydrate and need not be counted into the total carbohydrate calculation for an item.

Anti-oxidants: is a classification of several organic substances, which are thought to be effective in helping to prevent cancer, heart disease, and stokes. At the molecular and cellular levels, anti-oxidants serve to deactivate certain particles called free radicals, which are the natural by-products of many processes within and among human cells. Free radicals are also created by exposure to various environmental factors: tobacco smoke, and radiation, for instance. Anti-oxidants including:

- Vitamins: C, E, and A (which is converted from beta-carotene)
- Selenium (a mineral)
- Phonolic compounds: such as ellagic acid in berries
- Carotenoids: class of phytochemicals with cancer protective properties. In fruits and vegetables and create red, yellow-red hues. They contain over 700 fat-soluble nutrients classified by chemical structure as carotenes or xanthophylls. Carotene hydrocarbons include alpha and beta-carotene, as well as lycopene.
- Flavonoids, including
    - Anthocyanins: which is a pigment that adds color to many fruits and vegetables.
    - Anthocyanadins
    - Quercetin

O.R.A.C. (Oxygen Radical Absorbance Capacity): a widely used testing method, which measures the anti-oxidant activity or capability of a food ingredient. The high the measurement, the better the ORAC value

Polyphenols: water-soluble plant pigments that are also know as bioflavonoids, which encompass more than 4,000 chemically unique flavonoids that can be categorized according to their chemical structure. Subcategories include:

- Flavonols: such as quercetin from berries and onions.
- Flavanones: such as narigenin from oranges and grapefruit.
- Anthocyanidins: such as cyaniding from various grapes.
- Catechins: such as EGCG from green tea.
- Isoflavones: such as daidzein from soy and red clover.

Phytochemicals: are the various nonnutritive natural chemical compounds found in plant material. These are partially produced by the sun exposure activity with the plant. These components help determine various item characteristics, like color, aroma, and even taste of the fruits and vegetables.

Nutraceuticals: are nutritionally enriched ingredients that fortify food formulas in a planned and specified way to achieve desired results. Usually 100% natural in composition and process.

Cosmeceuticals: are nutritionally enriched ingredients that are used in natural and fortified cosmetic applications for a planned and specified way to achieve a desired result with a 100% naturally processed and composed item

Functional Foods: are formulated food products that are developed with pre-determined and specified beneficial results to be accomplished by it's consumption

- Vitamin C and calcium fortified juices or drinks to offer health benefits.
- Anti-oxidant fortified drinks, snacks, or desserts to make them healthier.