

**Title:** A sugarcane juice concentrate and a process for the preparation thereof

**Abstract:**

Present invention provides a sugarcane juice concentrate containing natural aroma. The process of present invention comprises a set of critical steps such as heat/thermal treatment of the sugarcanes, juice processed with acidulant, emulsifying and/or thickening agents and concentrated by single effect tubular evaporator under vacuum to preserve nutrients and delicate aroma. This also reduces the bulk raw material substantially ( eight to ten fold ) cutting down the cost and on reconstitution provides a naturally refreshing sugarcane juice at any given place and time.