

**Functionally superior,  
fruit-based Indulgent  
Brown Inclusions  
deliver multi-sensory  
appeal for  
life's sweetest  
moments**

# TAURA

by IFF



## PLEASURE AND PLAYFULNESS WITHOUT THE MANUFACTURING CHALLENGES

As consumers continue to navigate uncertain times, they are actively seeking ways to reduce stress. Indulgent foods can offer comfort and momentary escape from life's pressures, and guilt-edge products can exceed consumer expectations.

Premium inclusions enhance the indulgent attributes and multisensory appeal of a product by boosting texture and flavor, creating unique aesthetics and even a perception of healthier products. However, they can also add complexity

for manufacturers related to formulation, processability and quality control.

Imagine being able to create a suite of indulgent, differentiated products with just one base recipe?

**Discover TAURA's new functionally superior, Indulgent Brown Flavored Collection, featuring eight classic indulgent flavored inclusions, with a delightful fruity twist!**

**During economic uncertainty, familiarity with existing flavors is expected to bring consumers comfort and associations with good memories from the past.**

Source: MINTEL\_ Flavour innovations: pleasure and escapism\_AUG22

# A FRESH TWIST ON CLASSIC INDULGENCE

TAURA provides robust, fruit-based inclusions for differentiated, great-tasting products, created with ease.

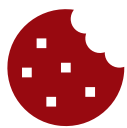
## Perennial favorites re-imagined

- ✓ Caramel
- ✓ Chocolate (contains cocoa powder)
- ✓ Maple
- ✓ Licorice (contains licorice root extract)
- ✓ Coffee
- ✓ Toffee
- ✓ Coconut
- ✓ Cinnamon (contains ground cinnamon)

## Features and benefits

- ✓ **Great taste & flavor delivery** – complementary or contrasting. Flavorful inclusions help boost a products sensory appeal
- ✓ **Bake Stability** – products maintain their structural integrity and textural characteristics during the baking process
- ✓ **Free-from** – dairy, nuts, no artificial colors, flavors or preservatives.
- ✓ **Vegan** - products do not contain animal-derived ingredients
- ✓ **Low water activity** – to inhibit moisture exchange with doughs and product bases which can have detrimental effects on their stability
- ✓ **Real fruit content** – approx. 74g of fruit to prepare 100g of TAURA product
- ✓ **Consistent functionality & quality** – innovate with ease. One base recipe creates a suite of different flavored products
- ✓ **Long shelf life** – 18 months from date of manufacture, with ambient storage

## Suitable for use in



Bakery



Bars & formed snacks



Chocolate & Confectionery



Cereal



Hungry for more?

Contact your local sales representative or reach us at [www.tauraurc.com](http://www.tauraurc.com)