

Fruitful innovation for **PREMIUM BAKED GOODS**

**INSPIRED
CREATIVITY
WITH REAL
FRUIT**



EVERYDAY CAFÉ STYLE LUXURY

Elevate your premium baked goods with the fresh allure of fruit. Crafted with science and artistry, our delectable real fruit inclusions add a touch of luxury to busy lifestyles. Achieve true product differentiation while ensuring consistent functionality, exciting flavors, and ease of use — all without the traditional challenges associated with incorporating fruit.

TAURA
by IFF

INNOVATE WITH EASE

- ✓ **Great flavor & texture delivery** – the combination of unique textures and flavorful inclusions enhances a product’s sensory appeal
- ✓ **Bake stability** – products maintain their structural integrity during the baking process
- ✓ **Low water activity** – to inhibit moisture exchange with doughs and product bases which can have detrimental effects on their stability
- ✓ **Consumer appeal** – real fruit content attracts those seeking natural, wholesome products with recognizable ingredients
- ✓ **Consistent functionality & quality** – one base recipe creates a suite of different flavored products
- ✓ **Long shelf life** – 12-18 months from date of manufacture, with ambient storage



DELIVER THE TASTE, TEXTURE AND GOODNESS OF REAL FRUIT IN BAKERY PRODUCTS

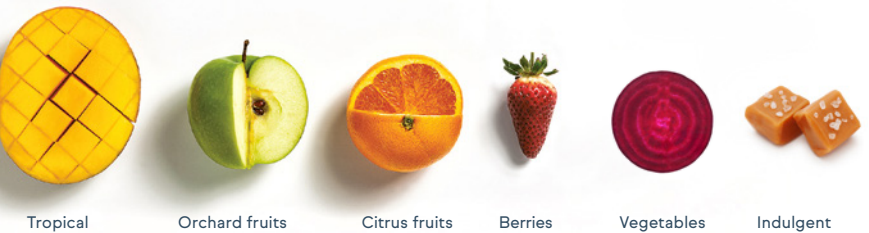
Size examples



Format examples



Flavor examples (or create a blend!)



FORMULATION FLEXIBILITY

Our proprietary technology enables product customization to give our customers a true competitive advantage. Choose your fruit base:

Performance

High fruit content formulation with added sugar for use in a wide range of applications where specific functionality is required (i.e. bake stability).

Creations

Robust, fruit-based, indulgent flavored inclusions and pastes (i.e. chocolate, caramel) that offer supreme functionality.

JusFruit

Made from 100% fruit or vegetable derived ingredients, with only naturally occurring sweetness. Free from artificial colors, flavors and preservatives.

Inclusions

Let’s discuss how we can infuse exciting textural or health elements into our formulations.

Possibilities include:

- Cacao nibs
- Roasted coffee bean particulates
- Chia seeds
- Herbs & spices

POSITIONING OPPORTUNITIES



Fresh or instore bakery



Long Shelf Life



Dry Pre-Mix