



iff

FRUIT FOR LIFE

Better-for-you Confectionery
Product Design Inspiration



**Embark on a sensory adventure with
TAURA by IFF as we redefine sweet
snacking for today's consumers.**



Our mission is to bridge the gap between intention and action, offering multisensory experiences that blend the joy of snacking with the virtues of healthy eating.

‘Fruit for Life’ is our promise of guilt-free delight in every innovative bite. Discover how we’ve unlocked the secret to satisfying cravings with smart, creative choices that not only meet but exceed consumer expectations.

Ready to explore fruitful possibilities?

TAURA ROSEBERRY PEARLS

Ripe raspberries meet aromatic rose notes, all elegantly enveloped in lavish ruby chocolate. Each piece glistens with allure, creating a delightful contrast of textures that elevates the indulgence.

TAURA BY IFF

NAS Raspberry Rose Pieces
108658091

IFF NATURAL FLAVORS

Natural Raspberry WONF

FRUIT CONTENT

Average of 247g of fruit
is used to prepare 100g of
TAURA Roseberry Pearls



TAURA BREW-BERRY BITES

Craving a tasty, energizing boost? The zesty, floral tones of blueberries paired with the earthy, balanced bitterness of roasted coffee beans in a moreish, snackable format will keep your energy levels up. Perfect as a post-lunch pick-me-up, this delightful combination is sure to awaken your senses and recharge your afternoon.

TAURA BY IFF

Apple Blueberry Pieces With
Roasted Coffee 163460491X

IFF NATURAL FLAVORS

Natural Blueberry WONF

FRUIT CONTENT

Average of 675g of fruit
is used to prepare 100g of
TAURA Brew-Berry Bites



TAURA SOUR CHERRY CHEWS

Savor the flavor of sun-ripened cherries with a delightfully sour kick. These sour cherry chews add a playful twist to snack time or the lunchbox, offering a healthy indulgence packed with vibrant taste and excitement.

TAURA BY IFF

Sour Cherry Pieces
165300358X

IFF NATURAL FLAVORS

Natural Cherry Type
Natural Cherry WONF

FRUIT CONTENT

Average of 677g of fruit is used
to prepare 100g of TAURA Sour
Cherry Chews



TAURA TROPICAL PROTEIN FUSION

Embark on a nutritious taste trip to the tropics with juicy pineapple and mango snacks, packed with pea protein crisps. Each bite is a fusion of flavors and textures, balancing tropical paradise with a satisfying crunch. Perfect for on-the-go or anytime.

TAURA BY IFF

Apple Mango and Pineapple Pieces
with IFF TRUPRO® 1673 Pea Protein
Nuggets 163820358X

IFF NATURAL FLAVORS

Natural Mango WONF
Natural Pineapple WONF

FRUIT CONTENT

Average of 609g of fruit is used
to prepare 100g of TAURA
Tropical Protein Fusion



TAURA WATERMELON MINT CRISPS

Experience a summer escape with watermelon and mint crisps— a cocktail-inspired sensation for your senses. Each bite combines succulent watermelon sweetness with a refreshing hint of mint, delivering a burst of flavor that transports you to paradise.

TAURA BY IFF

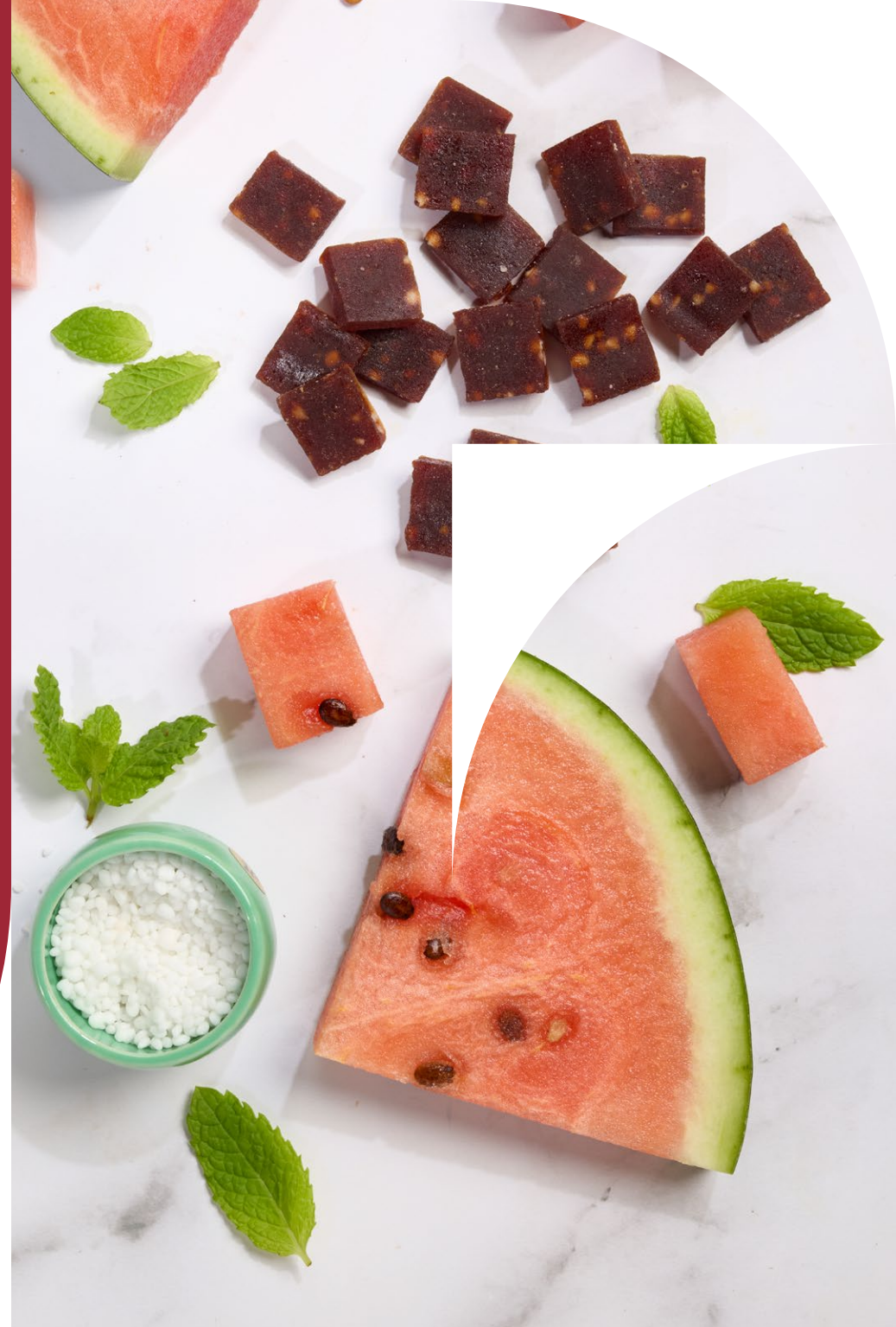
NAS Watermelon Pieces
With Mint Crisps 165510196

IFF NATURAL FLAVORS

Natural Watermelon Type

FRUIT CONTENT

Average of 649g of fruit
is used to prepare 100g
of TAURA Watermelon
Mint Crisps



TAURA BLUEBERRY, CARROT & OAT SQUARES

The natural sweetness of blueberries combined with the wholesome goodness of carrots and oats. These tasty treats are satisfying and secretly packed with veggies. They are the perfect choice to ward off those rumbling tummies!

TAURA BY IFF

NAS Blueberry Carrot Tablets
With Oat Flakes 160710396

IFF NATURAL FLAVORS

Natural Blueberry WONF

FRUIT CONTENT

Average of 506g of fruit is
used to prepare 100g of TAURA
Blueberry, Carrot & Oat Squares





Hungry for more?

Scan here



or

Contact: **claire.piddington@taurauc.com**

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