

The age of enlightened indulgent bakery

A guide to building appeal in Baked Goods using real fruit – without manufacturing challenges.



TAURA
by IFF

ADD VALUE AND DRIVE PRODUCT DIFFERENTIATION IN THE COMPETITIVE INDULGENT BAKED GOODS MARKET, WITH THE USE OF REAL FRUIT INCLUSIONS

In a time of elevated anxiety, industrial bakery manufacturers are well placed to address consumers' comfort and emotional needs, whilst at the same time boosting the permissibility factor of typically indulgent goods to address the growing need for better-for-you products.

In the bakery category, shoppers' purchase decisions are often made on impulse, with indulgence and flavor sophistication winning the day. Inclusions are a fast, economical way to innovate. Rather than overhaul a recipe entirely, manufacturers can utilise mix-ins to create a suite of different tasting products from the same base – something familiar with a twist. A great way to bring in new customers and test new products utilising the limited time offer (LTO) space.

Fruit inclusions are a popular choice, and ideally placed to give industrial bakery manufacturers the opportunity to appeal to consumers who are looking for a premium, multi-sensory treat that delivers great taste, texture, aroma and visual appeal – yet evolving to incorporate ingredients that offer greater permissibility and a halo of health. Sugar reduction remains a challenge and an opportunity for the bakery industry. The use of fruit inclusions in sweet bakery will allow easier covert sugar reduction and encourage the communication of reduced sugar with minimal taste compromise.

Having decided to include fruit inclusions in a formulation, product developers are faced with several options. These include:

- ✓ dried
- ✓ freeze-dried
- ✓ candied or infused fruit
- ✓ fruit powders or oils
- ✓ frozen fruit
- ✓ specialty fruit-based inclusions

Each of these options delivers some of the benefits of introducing fruit inclusions into a recipe. However, most of them present problems for the product developer in terms of technical challenges, moisture migration, sensory quality, labelling issues and consumer perception.

In this guide, we take a look at the choices available in the context of a selection of globally popular bakery applications.





COOKIES & BISCUITS

From wholesome home-style cookies to crispy thins, the addition of fruit inclusions in a cookie recipe creates a highly sensory consumption experience. Tangible inclusions in cookies also offer a textural and visual contrast that cannot be achieved when using fruit oils, essence or powders.

Conventional air or sun-dried fruit, candied fruit and infused fruit are all a familiar sight in traditional baked cookie products and can certainly add a premium note. However, issues with food safety, quality and product consistency can arise. In particular, the presence of foreign matter, added sugar and preservatives (such as sulphites) may be a cause for concern for manufacturers and consumers alike.

From a technical perspective, any fruit inclusions used must exhibit the same water activity as the other components in the recipe so as not to affect the product detrimentally. Moisture transfer from fruit inclusions to the rest of the cookie, for example, can cause sogginess over time and therefore reduce the shelf life. Conventional dried fruit, meanwhile, has a tendency to dry out

even further in an ultra-dry environment (such as a cookie), which will make the fruit pieces go unpleasantly hard. Freeze-dried products, meanwhile, are highly porous, which can result in excess absorption of moisture and oxygen from the surrounding cookie matrix, which may cause the product to dry out to undesirable levels.

By contrast, the low water activity of specialty fruit inclusions from Taura means cookies will retain their crunch during their long shelf life and fruit pieces will stay soft (see table below). Their intrinsic bake stability means that Taura inclusions will not burn, caramelize or melt in the oven, and their flavor is always well distributed throughout the product reducing the need for additional flavors.

Taura Product	Water Activity (A_w)	Application
Filling & Sheetting Pastes	0,5	Co-extruded biscuits & bars
Pieces & Flakes	0,4	Baking mixes, biscuits, most cereals, chocolate tablets
Pieces, Ultra dry filling paste	0,3	Biscuits, dry cookies, co-extruded dry snacks, wafers



IN ULTRA-THIN OR SANDWICH COOKIE APPLICATIONS

Taura's Mini pieces will fit between industrial dough rollers or through crème filling depositors, adding unique texture and a consistent size and shape in the finished product.



FRUIT LOAVES AND SPECIALTY BREADS

Dense, moist and delicious, fruit loaves and specialty bread applications such as hot cross buns and brioche are typically studded with conventional air or sun-dried fruit, candied peel or infused fruit.

These products often have a classic flavor profile, which means one recipe can be similar to the next on-shelf. Taura, however offers manufacturers and brands versatility and a point-of-difference. We make it possible to add novelty, exotic or seasonal fruit and vegetable variants to traditional products – with just one approved supplier and one recipe across a suite of products. Simply measure, mix and bake – it's as easy as that.

In brioche applications with a slow fermentation process, adding the fruit pieces to the dough after the initial dough development is complete means the Taura fruit inclusions will hold their shape, and become deliciously soft and jammy – delivering a decadent bite without the need for

sugary spreads. A convenient and portable snack!!

In addition, they will hold their shape when dough is frozen prior to baking and are sulphite-free which means they will not inhibit yeast growth.

The free-flowing nature on Taura fruit inclusions means they deliver ease of use of an industrial scale, with no stickiness or clumping, which can be a problem when dosing traditional dried, candied or infused fruit. In addition, they do not need to be washed and dried, as may be the case with sulphated dried fruit. Fruit inclusions from Taura are very easy to store, having a long shelf life at ambient temperatures.

A convenient and portable snack!



SWEET BAKED GOODS – MUFFINS, CAKES AND CUPCAKES

Using Taura inclusions in sweet baked applications adds an authentic fruit flavor, aroma, texture and unique visual appeal. The link between colour and mood (MINTEL - The future of bread, Bakery and Cakes – Feb 2021) provides a way for bakery brands to continue to provide comfort to consumers, long after the anxiety of COVID-19 fades.

A wide variety of sizes are available, facilitating exciting range diversification. Mini Pieces, for example, look great in and on top of mini muffins and cupcakes. The pieces achieve good distribution in the dough and in doing so create deliciously soft sweet spots of real fruit – reducing the need for additional flavoring.

The temperature of the ingredients is a very important factor in the baking process. For

example, if butter is being maintained at a specific temperature, the addition of frozen berries will disrupt this. As such, using fruit inclusions that can be stored at ambient temperature is preferable.

In short shelf-life muffins, Taura fruit inclusions do not present any of the problems that are typically associated with frozen berries, which often cause leaching, colour bleed, air pockets and sagging in the finished product.

Reducing the need for additional flavoring



DRY BAKERY PREMIXES

Retail packaged, foodservice or industrial supply – premixes offer convenience, consistency, reduced inventory and reduced labour.

However, a concern for many bakers is that using a standard premix does not allow them to differentiate themselves in the market. Taura's low water activity fruit pieces and flakes are the perfect solution to add a little something special to pre-mixed cakes, breads, muffins, pancakes, waffles or donut premixes. Removing issues of moisture migration means easy premix bases featuring Taura pieces will be fit for purpose when ready to be used – without clumping and will remain soft in final application.



ULTRA DRY BAKED GOODS – WAFERS

Wafer tubes, sandwiches or pods. Deliciously light morsels, typically accompanied with fat-based fillings due to challenges balancing the ultra-dry application environment.

Taura's proprietary technology produces customizable super low water activity real fruit pastes, to enable ultra-dry applications to feature the fresh taste profile of fruit, whilst keeping their all-important crunch over shelf life.



SAVOURY BAKED GOODS

Not wanting a fruit taste profile, or looking for something a little different?

Taura's range of long shelf-life savoury inclusions such as Tomato & Basil, Pineapple & Curry, Tikka Masala or Coffee Pumpkin Spice will add a memorable premium note, and textural differentiation to savoury baked goods or premixes such as scrolls, scones, pizza bases, breads or crackers.





TAKING FRUIT WHERE IT HAS NEVER BEEN BEFORE

Have a special Bakery project requiring fruit expertise? Let's co-create!

Taura by IFF produces real fruit and vegetable inclusions for exciting premium bakery, healthy snacks, cereal and chocolate products. From concept to market, Taura delivers product innovation backed by unique technology, providing customized bake and process stable fruit pieces, flakes and pastes which retain the taste, colour and nutritional characteristics of the original fruit.

**Contact us to find out more:
www.tauraurc.com**

For more information

- Contact your local sales representative
- Visit tauraurc.com
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