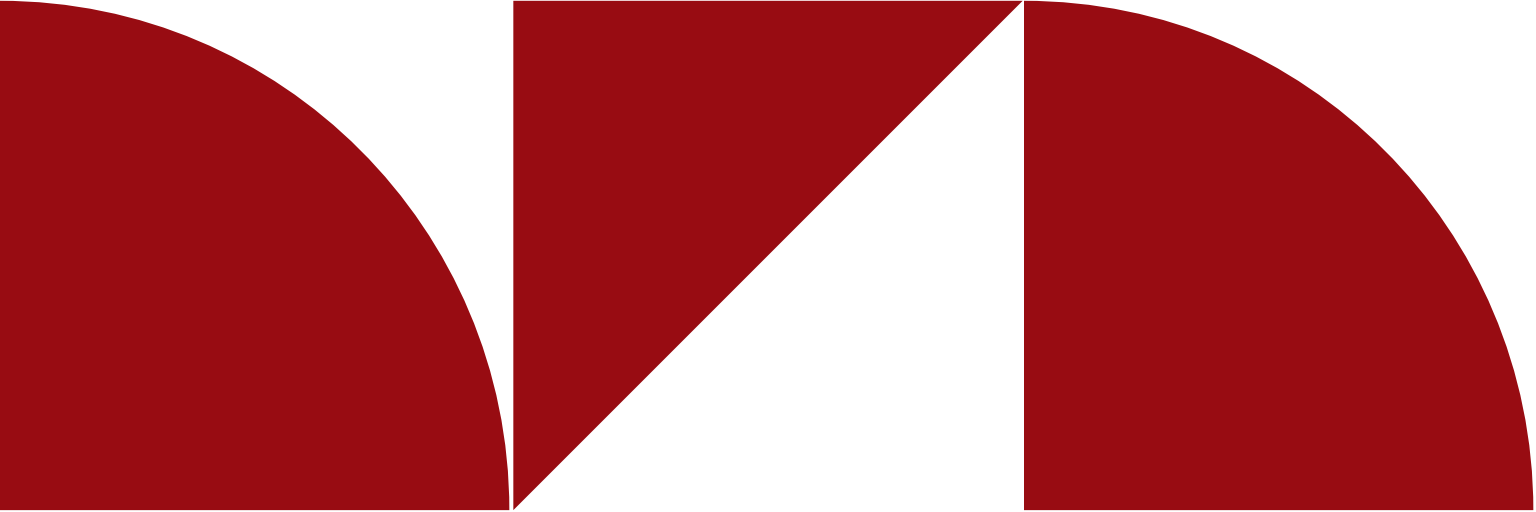


FRUITFULLY BAKED PRODUCT DESIGN INSPIRATION

Build appeal and drive product differentiation in baked goods with the use of real fruit inclusions – without manufacturing challenges.



TAURA
by IFF



FRUITFULLY BAKED PRODUCT DESIGN INSPIRATION

01

CREATIVE “IN-BETWEEN MOMENTS” COOKIES & BISCUITS

- 04 Tropical twist monster cookies
- 05 Energizing honey lemon digestive biscuits
- 06 Blueberry cheesecake cookies

02

SWEET BAKED GOODS FOR BODY, MIND & PLANET

- 08 Blueberry oatmeal swirl bread
- 09 Classic raspberry bundt cake with elderflower icing
- 10 Spent grains apple cinnamon muffins

03

AFFORDABLE CAFÉ STYLE INDULGENCE AT HOME

- 12 Churro Belgian waffle bites
- 13 Caramel cake-in-a-cup
- 14 Pancakes with maple pieces

CREATIVE “IN-BETWEEN MOMENTS” COOKIES & BISCUITS

Hungry for more?

Contact your local sales
representative or reach
us at www.tauraurc.com



CREATIVE
“IN-BETWEEN
MOMENTS”
COOKIES &
BISCUITS

TROPICAL TWIST MONSTER COOKIES

No bite is boring with these textural treats! A monster cookie with contrasting textures and refreshing apple pineapple inclusions delivers a multi-sensorial experience for the whole family.

IFF PRODUCT DESIGN™

Fruit inclusions	Taura Apple Pineapple Pieces
Functional ingredients	GUARDIAN®/GRINDOX® to protect and extend shelf life GRINDSTED® GA 1350 for extra moist texture SOLEC® F Lecithin for clean label dough strength GRINDSTED® Guar Gum for moisture retention NATAMAX® B PLUS to prevent fungal spoilage
Flavors	Natural WONF Vanilla

Note: Products and claims may vary from region to region. Please check with your local sales team



CREATIVE
“IN-BETWEEN
MOMENTS”
COOKIES &
BISCUITS

ENERGIZING HONEY LEMON DIGESTIVE BISCUITS

Whatever your dunking ritual, take a bite and energize with these delicately flavored biscuits featuring lemon inclusions. Guilt free indulgence with the sweetness from fruit and the benefit of added fiber.

IFF PRODUCT DESIGN™	
Fruit inclusions	TAURA Lemon Pieces
Functional ingredients	GUARDIAN®/GRINDOX® to protect and extend shelf life LITESSE® Two Power for prebiotic fiber content and sugar reduction
Flavors	Natural Honey and Lemon

Note: Products and claims may vary from region to region. Please check with your local sales team



CREATIVE
“IN-BETWEEN
MOMENTS”
COOKIES &
BISCUITS

BLUEBERRY CHEESECAKE COOKIES

A must-try for dessert lovers! Indulgent blueberry cheesecake-inspired cookies that’ll make your taste buds dance with delight. A multi-sensory treat with a perfect blend of cheesecake flavors, blueberry inclusions and cookie crumbs.

IFF PRODUCT DESIGN™	
Fruit inclusions	TAURA Blueberry Pieces
Texture	INVENTIVE mixed cookie crumbs
Functional ingredients	GRINDSTED® GA 572 for texture enhancement GUARDIAN®/GRINDOX® to protect and extend shelf life NATAMAX® B PLUS to prevent fungal spoilage SOLEC® Lecithin for clean label dough strength
Flavors	Cheesecake, Cheese and Blueberry

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SWEET BAKED
GOODS FOR
BODY, MIND
& PLANET

BLUEBERRY OATMEAL SWIRL BREAD

The goodness of oatmeal and blueberry inclusions swirl together to deliver fantastic taste with permissible appeal. The blueberry inclusions soften to a delicious jammy consistency, so no need for jam or spreads!

IFF PRODUCT DESIGN™

Fruit inclusions	TAURA Blueberry Pieces
Functional ingredients	FIBRIM® 1270 for a source of fiber MICROGARD® 930 to improve flavor and extend shelf life NATAMAX® B PLUS to prevent fungal spoilage SOLEC® F Lecithin for clean label dough strength
Flavors	Vanilla Extract

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SWEET BAKED
GOODS FOR
BODY, MIND
& PLANET

CLASSIC RASPBERRY BUNDT CAKE WITH ELDERFLOWER ICING

A nostalgic dessert remastered using a combination of vanilla and fresh raspberry flavors with apple raspberry inclusions inside the cake, topped with contemporary elderflower flavored white chocolate icing.

IFF PRODUCT DESIGN™

Fruit inclusions	TAURA Apple Raspberry Pieces
Functional ingredients	GRINDSTED® GA 1350 for extra moist texture TEXTURECEL™ 30000 maintains freshness and stability GRINDSTED® Xanthan 200 for moisture retention POWERSOFT™ 7002 for soft crumb and extended shelf life
Flavors	Nat WONF Vanilla Nat WONF Raspberry Nat WONF Elderflower

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SWEET BAKED
GOODS FOR
BODY, MIND
& PLANET

SPENT GRAINS APPLE CINNAMON MUFFIN

As consumers become more mindful of not only ingredients but how and where they are sourced, bakery products using upcycled ingredients like barley flour and whole food powders featured in this concept meet the growing demand for planet-friendly products.

IFF PRODUCT DESIGN™

Fruit inclusions	TAURA Apple Pieces
Functional ingredients	MICROGARD® 930 to improve flavor and extend shelf life NATAMAX® B PLUS to prevent fungal spoilage SOLEC® F Lecithin for clean label dough strengthening SUPRO® 320 for protein fortification
Flavors	Natural WONF Brown Sugar Cinnamon
Health	POWDERPURE Upcycled Orange POWDERPURE Apple

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AFFORDABLE CAFÉ STYLE INDULGENCE AT HOME

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**AFFORDABLE
CAFÉ STYLE
INDULGENCE
AT HOME**

CHURRO BELGIAN WAFFLE BITES

Decadent and convenient, churro Belgian waffle bites are the ultimate treat! Crispy on the outside and fluffy in the middle with a unique flavor and textural burst from cinnamon inclusions. Enjoy on-the-go or during a shared moment of indulgence.

IFF PRODUCT DESIGN™

Fruit inclusions	TAURA Cinnamon Pieces
Functional ingredients	GRINDSTED® NG 100 for softer crumb texture
Flavors & Seasonings	Vanilla Extract Nat Type Churro Brown Sugar Cinnamon Seasoning

Note: Products and claims may vary from region to region.
Please check with your local sales team



**AFFORDABLE
CAFÉ STYLE
INDULGENCE
AT HOME**

CARAMEL CAKE-IN-A-CUP

Spoil yourself with a convenient, freshly prepared ‘me-time’ moment. Quick, easy and delicious. Shelf stable, single serve cake pre-mixes featuring indulgent fruit-based caramel pieces deliver café style appeal – with no skill required!

IFF PRODUCT DESIGN™

Fruit inclusions	TAURA Caramel Pieces
Functional ingredients	GRINSTEAD® CakePro 400 for an extra moist texture and fine crumb
Flavors	Spray Dry Caramel

Note: Products and claims may vary from region to region. Please check with your local sales team



**AFFORDABLE
CAFÉ STYLE
INDULGENCE
AT HOME**

PANCAKES WITH MAPLE PIECES

A family breakfast favorite, featuring a unique burst of flavor, color and texture! A ready-to-use, shelf stable pancake premix featuring the textural and visual appeal of maple inclusions takes the complexity out of whipping up something special!

IFF PRODUCT DESIGN™	
Fruit inclusions	TAURA Maple Pieces
Functional ingredients	GRINDSTED® NFSB 4352 for an extra moist texture
Flavors	Vanilla Extract

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**LOOKING
FOR FURTHER
INSPIRATION?**

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TAURA
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