

Beyond breakfast **PREMIUM CEREAL**

**FRESH OUT-
OF-THE-BOX
INSPIRATION**



EVERYDAY INDULGENCE AND NOURISHMENT

Revolutionize cereal products and create new consumption occasions with authentic fruit-based inclusions, delivering consistent quality, fresh flavors, and diverse variety. Delight consumers with imaginative tastes, vibrant aromas, and contrasting textures, whilst delivering nutritional value and intrinsic health benefits. Set your products apart with a commitment to excellence in every spoonful!

TAURA
by IFF

INNOVATE WITH EASE

- ✓ **Great flavor delivery** – flavorful inclusions help boost a product’s sensory appeal without the need for additional flavors or sugars
- ✓ **Textural contrast** – soft fruit inclusions that won’t harden over shelf life
- ✓ **Controlled water activity** – to inhibit moisture exchange with which can have detrimental effects on a product’s 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
- ✓ **Exciting variety** – differentiate with exotic and seasonal allure

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

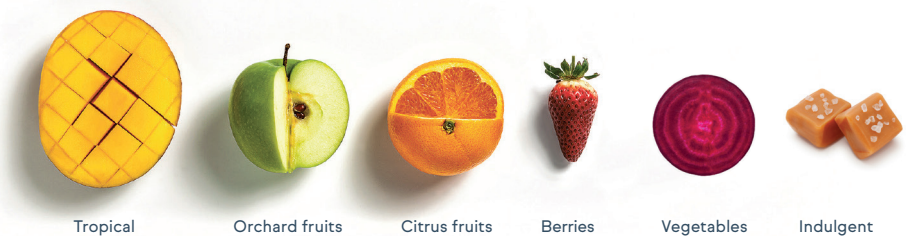
Format examples



Product Versatility



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.

JusFruit

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

Fiber+

High fiber, low sugar base for healthier cereal products. 25g+ fiber per 100g of TAURA product.

Creations

Robust, fruit-based, indulgent brown-flavored inclusions that

offer supreme functionality, enabling manufacturers to innovate with ease.

Inclusions

Add exciting textural or health elements to our formulations, enabling you to create unique and memorable cereal products that captivate consumers’ interest while ensuring small particulates don’t settle at the bottom of the pack.

Possibilities include:

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

POSITIONING OPPORTUNITIES



Nutritious
Breakfast
Options



On-the-go



All-day
Healthy
Indulgence

For more information contact your local sales representative, visit taurarc.com or find us on social:

