Benefits beyond great taste

NATURAL FRUIT SNACKS

LET YOUR
FRUITFUL
EXPLORATION
START HERE



WHERE DELICIOUS MEETS NUTRITIOUS

At TAURA, our decades of fruit expertise and cutting-edge proprietary technology result in a diverse array of authentic fruit and vegetable snacks, meticulously crafted through IFF Product Design™. Our commitment is to support brands in meeting the demands of health-conscious consumers by offering tastier, healthier product innovations, while streamlining product development for efficient snack delivery to the market.



MEET EVOLVING CONSUMER NEEDS

Clean & simple ingredient listing

- Made from purees and juices
- ✓ No artificial ingredients
- ✓ Plant-based

Real fruit content

- √ 700g of fruit per 100g of TAURA product
- Authentic fruit taste, aroma and color

Naturally functional

- ✓ High fiber content
- Nutrients and antioxidants from fruit
- ✓ Low GI value <55
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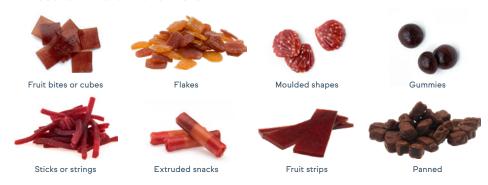
Convenient

- ✓ Shelf stable. 12-18 months at ambient temperatures
- ✓ No mess
- On-the-go nutrition for active lifestyles



CREATIVE SNACKING OPPORTUNITIES WITHOUT THE EMPTY CALORIES

Discover innovative formats



Flavor examples



FORMULATION FLEXIBILITY

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

JusFruit

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

Puree+

Only puree & citrus fiber possible on ingredient listing (flavor optional)

Fiber+

Perfect high fiber, low sugar base for healthier snacking products. 25g+ fiber per 100g of TAURA product.

Inclusions

Let's discuss how we can infuse exciting textural or health elements into our formulations. Our specialized post-dosing capability empowers you to craft differentiated and memorable snack products that will captivate consumers' interest.

Possibilities include:

- Cacao nibs
- Roasted coffee bean particulates
- Toasted buckwheat
- Mint crisps
- · Oat flakes
- · Chia seeds
- · Puffed rice or quinoa

POSITIONING OPPORTUNITIES









