

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.

TAURA
by IFF

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

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



Fruit bites or cubes



Flakes



Moulded shapes



Gummies



Sticks or strings



Extruded snacks



Fruit strips



Panned

Flavor examples



Tropical



Orchard fruits



Citrus fruits



Berries



Vegetables



Create a blend!

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 occurring 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



Healthy
snacks



Better-for-you
fruity confectionery



Active
nutrition