

FRUIT FOR ALL

TAURA
by IFF

A fruitful future of snacking
with benefits

Between 85-90%
of consumers
expressed interest
in fruit-based
snacking
concepts*

**Envision a sweet snack that delivers new
taste and sensations, with less guilt**

IFF delved deep into consumer sweet treat desires to understand needs and preferences, and the connection people have with fruit snacks.

Through our research and our expertise, we have unlocked the true enchantment of fruit snacks, ensuring that everyone can revel in their delightful wholesomeness without making any compromises.

Let your fruitful exploration start here

BENEFITS BEYOND GREAT TASTE

Consumers' health concerns drive them to manage nutrient intake and seek a balanced diet. However, they also struggle with cravings and emotional needs. Brands can capitalize on this by offering enjoyable experiences that promote healthier choices and offer added functional benefits.

Explore our delicious products and innovative IFF Product Design™ for a fantastic experience with a focus on healthier, value-added formulations.

THE FUTURE IS FRUITFUL: Uncover lucrative market positioning opportunities that address key consumer pain points:



ACTIVE ENERGY

Fuel active lifestyles in a convenient, natural way

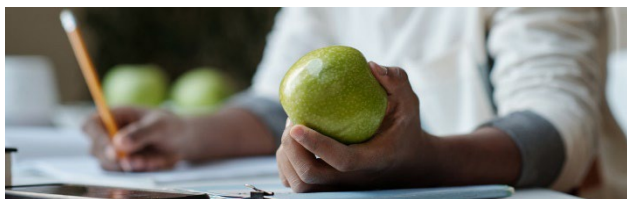
#naturally functional
#free from



LUNCHBOX

Revamp the lunchbox with tasty, healthy fun for young snackers

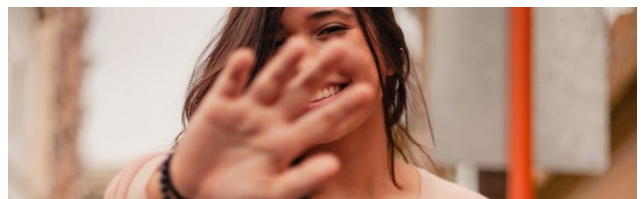
#no added sugar
#nutrient rich



MENTAL ALERTNESS

Plant-based brain fuel for work, study or play

#natural ingredients
#functional benefits



REWARD MYSELF

Enjoying 'Me & my moment' without the guilt

#new sensations
#mood boosting

Hungry for more? Speak with your local sales representative
Or reach us at www.tauraurc.com