



TAURA

by IFF

Empower consumers to make nutritious snacking choices to satisfy those 'in-between moments'

Protein-enriched fruit snacks

Connect to consumers' personal health needs with flavorful, real fruit snacks that deliver additional health benefits.

Consumers are taking a more personalized, proactive approach to health, seeking products that offer multiple benefits according to health concerns or lifestyle goals.

Protein is high on consumers' radar due to its role in enhanced satiety, support of a healthy immune system, building and maintaining muscle, and its importance in growth and healthy aging.

TAURA harnesses the natural goodness of fruit with the added benefits of quality plant-based protein to super-charge the snacking moment in a convenient and delicious way.

High fruit content snacks with 10% plant-based protein per 100g of product.

The recommended dietary allowance for protein for a U.S. adult is 0.8 grams per kilogram of body weight.*

*<https://nap.nationalacademies.org>



HELP CONSUMERS UNDERSTAND WHAT THEY ARE WORKING WITH

All natural, no additives/preservatives and clean label claims still capture consumer attention, but about half of US consumers say that they don't understand how to read nutrition labels¹.

Snack brands have an opportunity to connect easy-to-understand ingredients to tangible benefits and broader health goals to empower consumers to feel in control of their health, while also satisfying the snack cravings.

67% of health-conscious US consumers would be interested in fruit-based snacks featuring protein².

CONVENIENTLY BOOST THE NUTRITIONAL PROFILE OF EVERYDAY FOOD

Positioning opportunities by use or application:



TRAIL MIXES



ACTIVE NUTRITION



HEALTHY FRUIT SNACKS



GROWTH & HEALTHY AGING SUPPORT



BETTER-FOR-YOU CONFECTIONERY

JUSFRUIT PROTEIN+

FRUIT SNACKS FEATURE:

CLEAN & SIMPLE INGREDIENTS

- ✓ 100% Plant-based for conscious snacking
- ✓ Crafted from fruit and pea protein powder or nuggets
- ✓ Over 600g of fruit per 100g of TAURA product

NATURALLY FUNCTIONAL

- ✓ Source of plant protein & fiber³
- ✓ 10g of protein per 100g of TAURA product
- ✓ Naturally sweetened with fruit only

BENEFITS BEYOND GREAT TASTE:

MULTI-SENSORIAL SNACKING

- ✓ The authentic fruit taste cleverly disguises the protein powder
- ✓ Textural delight as soft fruit meets crisp protein nuggets

CONVENIENT

- ✓ Shelf stable: 12 months at ambient temperatures
- ✓ No mess: on-the-go nutrition for active lifestyles

KEEP IT REAL AUTHENTIC FRUIT SNACKS ENRICHED WITH PLANT PROTEIN

For more information

- Contact your local sales representative
- Visit taurauc.com
- Or find us on social:



¹ Source: Food and Drink Nutrition Claims - US - 2022

² Source: IFF proprietary Sports Nutrition Online Survey Q4- 2023

³ Note: Products and claims may vary from region to region. Please check with your local sales team