

Fruit Pieces – The Production of Health

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Trends in consumer preferences for healthier food and snacking options have motivated manufacturers to develop food products containing natural fruit ingredients. As the limited shelf life of fresh fruit reduces the ability to produce food products which are convenient and long lasting, manufacturers tend to turn to alternatives such as dried fruit and artificial 'bits' which are typically dry and brittle, not to mention loaded with artificial preservatives and sugars.

URC real fruit pieces and pastes are manufactured using a unique ultra rapid concentration process which means that the whole fruit ingredients undergo minimal processing. The resulting products are uniquely bake stable, are quick and easy to use and can be stored on site. The naturally high fruit content retains its natural goodness, flavour, colour and texture to create delicious fruit inclusions for a range of applications including cereals, snack bars, baked goods – even chocolate.

URC fruit pieces allow manufacturers and formulators to create healthier and 'better-for-you' commercial snack products which include a real fruit experience to the consumer. URC fruit pieces and flakes come in a range of dice sizes to allow for even dispersion in cereal products and attractive appearances in baked goods. The smallest dice size is 3×3x2mm and has been specially designed for use in rotary molded biscuits and cookies. They can also be used as sprinkle on bars or cookies.

URC real fruit pieces are so delicious they can even be eaten on their own as a real fruit snack. Containing up to 97% fruit they are available in a range of delicious flavours, popular consumer choices include strawberry, raspberry, watermelon, pineapple and blackcurrant. Great as lunch box snack or a delicious in-between meal nibble. Concentrated fruit pieces are a new and unique way to eat fruit.

Taura Natural Ingredients are the creators of URC functional processed fruit ingredients for the global market. Taura provides manufacturing solutions along with innovative natural food ingredients that are on-trend and driving new category growth in the healthy snacking sector.

Utilizing the proprietary Ultra Rapid Concentration (URC) technology Taura manufactures a comprehensive range of fruit based, low water activity pieces, flakes and pastes for nutritional snacks, baked goods, cereals, chocolate and confectionery.

If you would like to learn more about our products visit our website <http://www.tauraurc.com>

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