

Media Release
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Fun fruit snacks with URC® fruit pastes from Taura Natural Ingredients

A new fruit snack concept is being introduced by Baker Perkins in conjunction with Taura Natural Ingredients.

Designed for the burgeoning healthy food market, these snacks are 100% real fruit with no added sugar and are a convenient way for both children and adults to increase fruit intake.

The snacks are made using ServoGel technology developed by Baker Perkins for depositing traditional jelly and gum confectionery, and adapted for fruit snacks. Baker Perkins developed the process with Taura Natural Ingredients using its Ultra Rapid Concentration (URC®) fruit paste technology. The two companies can provide all the equipment, process technology, ingredients and customer support as a complete solution.



The process forms the URC® fruit paste into bite sized pieces or bars. Depositing is into moulds that can be shaped and embossed to produce a range of shapes from simple squares, circles or ovals, to fun shapes or characters that will appeal to children. For adults, more exotic fruits can be used along with more natural shapes.

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300dpi images available on request

For media inquiries contact:

Amy Wright (New Zealand)

amy.wright@taurauc.com

+64 7 574 4717