

Media Release  
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## **Taura (North America) relocates for future market growth**

Taura Natural Ingredients continues to see significant growth for its healthy fruit-based ingredient products in the US market. Establishing a more accessible and centralized support centre in Winchester, VA was an obvious move for this innovative, global manufacturer.

Mike Turner, president Taura Natural Ingredients, explains further, "The move brings us closer to our major customers for improved contact management and accessibility."

Healthy fruit based snacking continues to grow in response to consumer demand for on-the-go nutritional products.

Taura's URC® fruit products offer high fruit content, low water activity and bake-stable ingredients to manufacturers developing healthy and delicious consumer snacks. The URC® range of real fruit pieces, flakes and pastes are providing on-trend ingredient solutions and driving category growth for Taura's clients.

Effective 4 November 2009, the new Winchester, VA office will be up and running with all hands on deck.

"The relocation won't affect order supply or shipment, or our ability to communicate," advises Turner.

"Office phone and fax numbers will be changing over in the next few months, but old numbers and email communication channels will remain open during the transition period."

While it's an exciting and much anticipated move for many in the business, it will be business as usual at Taura - albeit in a fantastic new facility focused on supporting an equally exciting and successful US food industry.

*New US Address:*

Taura Natural Ingredients (North America) Inc  
1849 Plaza Drive  
Winchester, VA 22601  
[www.tauraURC.com](http://www.tauraURC.com)

Email: [service.us@tauraURC.com](mailto:service.us@tauraURC.com)

Tel: +1 540 723 8691

Fax: +1 540 723 8694

**ENDS**

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**Media inquiries contact:**

Amy Wright, Global Marketing & Communications

[amy.wright@tauraURC.com](mailto:amy.wright@tauraURC.com)

+64 7 574 4717

**US Office inquiries**

Mike Turner, President

[mike.turner@tauraURC.com](mailto:mike.turner@tauraURC.com)

+1 919 946 7002