

Media Release

February 2008

Taura presents at the Prosoy Healthy and Nutritional Bar Conference

Taura Natural Ingredients, associate sponsor of the Prosoy Healthy and Nutritional Bar Conference held in Cologne, Germany in January 2008, took stage with their presentation on 'Key Developments in Fruit for Snack Bars'. Mattias Van Uffelen, Taura's European Sales Manager, highlighted various fruit ingredient options for bar applications and the benefits of each.



The conference focused on growth opportunities in meal and sports bars, which enabled leaders in the food and beverage industry to explore the development options and opportunities surrounding the increased interest in bars in Europe and elsewhere.

Key topics included;

- The growth and key success drivers in various countries and distribution channels for meal and sports bars.
- How to broaden the category positioning from regular bars to include healthy and nutritional bars.
- Developments in the area of meal bars in the cereal category.
- New ingredients available for new bar innovations.

The event was a great success and we would encourage those in or looking to enter the food bar industry, to consider next time.

END

300dpi images available on request

For media inquiries contact:

Amy Wright (New Zealand)

amy.wright@taurauc.com

+64 7 574 4717