



# TAURA **URC**

## Fruit Ingredients for Breakfast Cereals

### Cereal Innovation

Are you looking for the perfect fruit inclusions that perform in breakfast cereal developments?

Have you been searching for a healthy fruit ingredient which not only looks great, but tastes great too?

Taura Natural Ingredients have the solution, with our specialist range of URC<sup>®</sup> fruit pieces, flakes and pastes designed for breakfast cereal applications.

At the heart of Taura's success is our URC<sup>®</sup> (Ultra Rapid Concentration) technology producing low water activity, bake stable fruit ingredients designed to add a healthy fruit burst to breakfast cereals. The speed of the URC<sup>®</sup> process ensures the fruit retains its primary flavour, colour and nutritional characteristics, while delivering excellent product quality time after time.

If you have a specific project requirement, the URC<sup>®</sup> process can be customised to your needs, with the ability to adapt fruit content, texture, bake stability and water activity.



Your customers will love our URC<sup>®</sup> JusFruit range with high fruit and no added sugar.

### Fruit Ingredients for You and Your Customers

With the health demands of today's consumers, URC<sup>®</sup> fruit ingredients have become an integral part of breakfast cereals worldwide.

- URC<sup>®</sup> ingredients:
- add texture and a real fruit flavour
  - are high in fruit and good for you
  - provide an easy and fun way to add a portion of fruit to your diet
  - are high quality and designed for today's food manufacturing processes



*Cereal Clusters*



*Porridge*



*Cereal Pillows*

URC<sup>®</sup> ingredients can be added to a great variety of breakfast cereal applications.

