

Press Release  
16 September 2009

**'No added sugar' URC® fruit ingredients drive snack innovation at FI Europe 2009.**

Taura Natural Ingredients leads its 2009 Food Ingredients Exhibition with a new URC® product format that delivers up to 700gms of real fruit per 100gms of finished product with no added sugars.

The new URC® formulation is made from all natural fruit origins with a high level of fruit puree and no added sugars.

"This is the highest fruit content product available on the market today – an industry first." says CEO, Peter Dehasque.

"The URC® formulation has been developed in response to a rapid increase in demand for 100% whole fruit ingredients by manufacturers looking to add nutrition and natural goodness to their snack and confectionery products."

With increasing diversification of the snack food market, no added sugar, fruit based snacks are rising in popularity. Nutrition-aware, time constrained consumers seek natural origin products that deliver on health and nutrition while still providing a novel food experience.

The ultra high fruit content product and the URC® functionality are enabling the development of new fruit-based product concepts. As a result a new generation of fruit-based snacks are emerging on supermarket shelves with premium positionings and nutritional claims such as 'full portion of fruit per serving' and 'no added sugar'.

Taura Natural Ingredients has over 30 years fruit processing and international manufacturing expertise. Meet the European based sales team at booth #8c55, Food Ingredients Europe, 17-19 November 2009, Cologne.

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300dpi images available on request

**For further information contact:**

Mattias Van Uffelen (Belgium)  
[mattias.vanuffelen@taurauc.com](mailto:mattias.vanuffelen@taurauc.com)  
+32 14 25 73 00

**For media inquiries contact:**

Amy Wright (New Zealand)  
[amy.wright@taurauc.com](mailto:amy.wright@taurauc.com)  
+64 7 574 4717