

**Media Release**

**25 February 2010**

**Taura Natural Ingredients Joins NZ Showcase At Natural Products Expo West**

A large contingent of businesses from New Zealand will be welcomed to the Natural Products Expo California venue on 12<sup>th</sup> to 14<sup>th</sup> March. Supported by the NZ government business support agency, New Zealand Trade & Enterprise (NZTE), the businesses will be showcasing a wide range of products and technologies unique to the US market.

Taura Natural Ingredients, a leading manufacturer of URC® (Ultra Rapid Concentration) concentrated fruit ingredients, is one of the 15 companies from New Zealand booked to attend the expo this year. With an office recently established in the US, Taura offers customised ingredient solutions, technical advice with innovative snack application concepts that are on-trend and driving new category growth.

“We will be demonstrating our premium, no added sugar, 100% fruit, URC® pieces, flakes and paste ingredients,” says Mike Turner, President of Taura Natural Ingredients for North America. “Our proprietary processing technology creates ingredients that are uniquely high in fruit content, but deliver excellent process durability with controlled water activity and bake stability.”

“The unique advantage of our Ultra Rapid Concentration process is that we are able to work with traditionally hard to use fruits and create soft fruit pieces and fillings that burst with flavour,” explains Turner.

“Berry fruit and superfruit combinations are proving popular in the US market right now. Fruit based snacking continues to grow in response to consumer demand for on-the-go nutritional products that have a natural, healthy positioning.

With consumers paying more attention than ever to the nutritional profile of foods, including ingredient composition, the NZTE stand should attract considerable attention with its exciting range of healthy products all the way from the beautiful green pacific islands of New Zealand.

As an additional temptation for visitors to the Natural Products Expo West, the NZTE booth (#2043) will be offering an exciting competition with a range of prizes including a flight for two to New Zealand and a gift basket of the latest range of NZ products.

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**High resolution photos are available on request.**