

Media Alert
January 2010

Taura announces sponsorship of 3rd Healthy & Nutritional Bar Conference.

Cologne will once again be hosting the annual Healthy & Nutritional Bars Conference next month. Taura Natural Ingredients is pleased to announce its support as a key sponsor of this important event for the health food sector.

Being held 3 - 4 February, the Healthy & Nutritional Bars Conference attracts senior managers and industry professionals from around the world.

With a unique focus on the snack bar category, attendees will enjoy the opportunity to network and share learnings from international market experiences. Speakers and delegates from over 20 global companies are booked to present at the conference, giving attendees the opportunity to gain valuable knowledge and insights into all aspects of the snack bar market.

Taura's European Sales Manager, Mattias Van Uffelen will be presenting at the conference and discussing the emerging innovations in fruit and fruit-based bars, drawing from the company's 30 year global experience.

"Food trends for 2010 are dynamic and complex, particularly considering the role of "natural" foods in the industry. We see that consumer attitudes to health are changing and their understanding of their own personal nutritional needs is growing. In response we're seeing manufacturers taking proactive steps towards healthier formulations including reducing fats and added sugars," says Van Uffelen.

"The Healthy & Nutritional Bars Conference brings together the know-how on consumers, markets, retail channels, brands and innovations. Sponsorship support is vital to ensure this event continues to be the success it has been to date," says conference organiser Marjolijn Cohen of Bridge2 Food.

"We are pleased to be able to support such a worthwhile event for our industry," says Van Uffelen. "I am looking forward to meeting with many of our suppliers, partners and customers again in February."

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 worldwide.

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