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## High-fibre fruit solution

### JusFruit Fibre+,



Taura Natural Ingredients is launching a new range of fruit solutions, JusFruit Fibre+, which deliver the benefits of fibre without compromising on taste or texture. There is rising awareness of the importance of gut health for both physical and mental wellbeing. However, obtaining sufficient amounts of fibre from dietary sources can be tough – adults are recommended to eat at least 25g a day, but the average portion of fruit provides just 1.3g.

This is driving demand for convenient products that can boost fibre intake. High-fibre is now in the top four claims for new bakery and snack product launches, and there has been a 12.8% increase in snacks with a high-fibre claim since 2016. To help meet consumer demand for tasty, high-fibre snacks, Taura has developed a new range of fruit solutions with added high-fibre ingredients. JusFruit Fibre+ allows manufacturers to create low-calorie products with more than 20g of fibre per 100g without compromising on taste or texture. JusFruit Fibre+ is available as a standalone snack, a paste, or an inclusion in healthy snacks.

Made using Taura's unique URC process, the solutions in the range contain up to 15% less sugar than regular fruit inclusions.

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