



TRÜ BRÜZ®

Transparently
Delicious®

PRODUCT
HIGHLIGHT

Trü Brüz® provides the taste of freshly brewed coffee and tea. This unique portfolio captures the complex profiles naturally while being easier to use.



Brew up your next innovation with Trü Brüz® from Flavor Producers. Trü Brüz® plant-based extracts, essences and concentrates capture the fresh brewed flavor and aroma of coffee and tea by utilizing proprietary extraction technology through the brewing process. Trü Brüz® can be used on their own or built into a custom flavor system tailored to create your ideal coffee or tea profile.

TRÜ BRÜZ® BENEFITS

- Authentic taste & aroma of brewed tea and coffee
- Labeling option to include “made with brewed coffee or tea”
- Varietal coffee & tea profile options
- Customize taste profile with added natural and organic flavors to the Trü Brüz® base.
- Transparency options with ingredient label
- Water Soluble & Heat Stable Options

TRÜ BRÜZ® PRODUCT FEATURES

- N** NATURAL
- NG** NON-GMO
- O** ORGANIC
- PB** PLANT-BASED
- K** KOSHER

TRÜ BRÜZ® OFFERINGS

- Black Tea (EX/ES/ORG)
- Citrus Green Tea Extract
- Cold Percolated Coffee Extract
- Darjeeling Tea (ES/ORG)
- French Roast Coffee (ES/EX)
- Green Tea (ES/ORG)
- Italian Roast Coffee (ES/EX)
- Matcha (ES/EX/ORG)
- Roasted Chicory Extract
- Rooibos Tea (ES/ORG)
- White Tea Essence
- Yerba Mate (EX/ORG)



TRÜ BRÜZ® FLAVOR SYSTEMS

Trü Brüz® flavor systems provide the profile flexibility of traditional flavors while incorporating actual brewed coffee and tea. This makes it possible to feature “made with brewed coffee or tea” on the label.

COFFEE

- French Roast
- Italian Roast
- Chicory

TEA

- Black
- Green
- Darjeeling
- Matcha
- Rooibos
- White
- Yerba Mate

INNOVATORS IN NATURAL AND ORGANIC FLAVORS FOR OVER 40 YEARS

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