

NURA Announces Exclusive Agreement With Italian Company 'New Flavours' To Offer More Customizable Solutions To Partners

IRVINE, CALIFORNIA, UNITED STATES, April 13, 2023 /EINPresswire.com/ -- NURA, a leading US-based ingredient supplier, has announced an exclusive partnership with Italian flavor company 'New Flavours.' With a focus on providing natural and organic flavorings and customized flavor solutions, New Flavours is a perfect fit for NURA's mission to provide the [highest quality ingredients to its partners](#).



With this new partnership, New Flavours will bring its unique aromas into the North American market. New Flavour's team of experienced professionals will work closely with NURA and their

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[New Flavours's] focus on quality and innovation aligns perfectly with our mission to provide the highest quality ingredients to the food industry”

Lily Ruan

customers to provide flavors specific to their needs, allowing for a one-stop shop experience. Together, NURA and New Flavours can pinpoint particular requirements, offering companies a range of natural and organic options to choose from.

New Flavours' in-house research and development staff, laboratory, and manufacturing facility enable them to produce any extract and flavor from quality raw materials. Their flavor selections range from fruity, savory, meaty,

spicy, cheesy, sweet, and customized solutions.

"We are excited to partner with New Flavours and bring their expertise in creating high-quality flavors to our partners. Their staff is passionate about the flavors they create between the aroma and flavor and how it lingers on the taste buds. It is a testament to their art. Their focus on quality and innovation aligns perfectly with [our mission to provide the highest quality ingredients to the food industry](#)," said Lily Ruan.

This partnership with New Flavours is just the latest example of NURA's commitment to partnering with manufacturers who value sustainability, innovation, and customer satisfaction. As the company continues to evolve, one can expect to see more exciting partnerships.

About New Flavours

New Flavours is an Italian flavor company that offers food and beverage companies a wide range of flavors, extracts, and semi-finished products. With a wealth of experience gathered from around the world, New Flavours is dedicated to extensive research and adopting the highest standards in certification and protocols to ensure the safety and quality of its products. New Flavours follows strict standards and certifications, including HACCP standards, BRC version 8, Organic certification, and the PCQI qualification according to the rules defined by the FSPCA (Food Safety Preventive Controls Alliance), a body linked to the FDA, along with being certified Kosher.

About NURA

NURA is a leading ingredients supplier with over 100 years of combined experience in the dietary supplements, food, and beverage industries. The company dedicates itself to providing customers and partners with high-quality ingredients while focusing on sustainability and innovation. NURA offers various ingredients, [including vegan proteins](#), natural sweeteners, functional fibers, probiotics, and more. These ingredients are sourced from trusted manufacturers worldwide and are rigorously tested to meet quality standards. The company's ingredient experts work closely with its partners to understand their needs and goals and create customized solutions that meet their unique requirements.

Contact NURA

To contact NURA, please visit www.nurausa.com for more information

Lily Ruan

NURA

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