

affecting the taste or flavour of the base product, including, breakfast cereals, bread, fruit juice, yoghurt, dairy snacks, ice-cream, functional beverages and baked snacks.

VinLife® grape SKIN extract has several unique features that make it particularly suitable for many food or beverage applications.

- **natural red wine flavour and aroma**
- **natural red colour**
- **superior colour stability** over a wide pH range
- **powerful antioxidant**



As a **natural red colourant**, that has the **flavour and taste profile of red wine**, **VinLife**® skin extract can be incorporated into sauces, dairy snacks and desserts, ice-cream, confectionary, jams, functional beverages and juices.

VinLife® skin and seed extracts, alone or in combination, can be **used to increase the antioxidant activity and health benefits of many food categories.**

three marketing positions for **VinLife**®



partners in science

Tarac's technical resources can assist customers with **formulation development and production processing advice**. Assistance is also provided with **method development and testing** to ensure that the active compounds [polyphenols] in formulated products are stable during manufacture and for product shelf life. **Tarac invests substantial funds each year in research programs** to support new product development; proving functional effect, and health or nutrition claims. Tarac's R & D resources are world class and encompass a range of skills including chemical engineering, food technology, phenolic chemistry, microbiology and project management.

Tarac works closely with a number of scientific research providers, including CSIRO Health Sciences and Nutrition Division, the University of Adelaide and the Australian Wine Research Institute, to produce evidence-based, scientifically proven grape products.

regulatory status

VinLife® products have been reviewed by Food Standards Australia New Zealand (FSANZ) and are **approved for use as a food**. Nutrient claims, such as an antioxidant message, are permitted. **VinLife**® has **patents pending** for its composition and health benefits.



marketing support

Tarac Technologies provides marketing support for the **VinLife**® brand and works closely with partnering companies to ensure a consistent, **integrated and complementary brand communication** campaign is executed.

tarac technologies



In 1929, the company's founder, A J Allen, invented processes and equipment to extract alcohol and tartrates from wine by-products.

Since then, Tarac Technologies has been committed to developing these processes to include recovery of natural extracts and the production of branded products with a reputation for quality. Culturally committed to research and development, Tarac Technologies is focused on transforming natural grape extracts into valuable additives for the wine, food and beverage industries. In 2003, Tarac was awarded an Australian Food Innovation Grant to conduct further research into the health benefits of **VinLife**® grape extracts.

tarac & the environment



Tarac's commitment to the environment is unchallenged. The company collects and processes up to 80% of Australia's total winery by products and residues each year. It is committed to the recycling of its own residuals, returning them for compost and stock feed and has an on site water treatment plant. Tarac is a participant in the Greenhouse Challenge - an Australian Government sponsored program designed to reduce the quantity of greenhouse gas emission.



rethink *recycle* reformulate *revalue*

for more information

THE VINLIFE FACT BOOK

- the science behind grape extracts
- manufacture & product specifications
- efficacy studies
- R & D - clinical trials & in-vitro studies
- food applications
- regulatory aspects - a global update
- intellectual property
- marketing support
- references



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adding value

natural grape extracts with clinically proven health benefits

ideal as an ingredient in functional foods





balancing a busy lifestyle

Faced with a faster lifestyle, longer working hours and less time to prepare meals, consumers have recognised the need for convenient foods. However, convenience is only one part of the equation. Consumer focus has shifted from simply looking good on the outside to feeling good on the inside too - a more holistic approach to health. A move towards prevention rather than cure.

In response to these trends, Tarac Technologies has developed **VinLife®**, **natural grape skin & seed extracts from 100% Australian grapes**. These extracts provide one of nature's richest sources of antioxidant which works against the negative effects of free radicals in the body.

antioxidants & the human body



Antioxidants are necessary in the human body to fight the harmful effects of free radicals. Free radicals are produced naturally from normal cell metabolism and are also created by life style factors

including smoking, stress, excessive alcohol consumption, UV radiation and pollution. **Antioxidants are essential to restore the balance in the body.** An excess of free radicals is believed to be a contributor to many of the de-generative diseases faced by our modern society - for example heart disease and cancer. Grapes are one of nature's richest sources of antioxidants.

VinLife® - clinical trials.



Through a natural recovery process, Tarac is able to harness the natural health benefits of grapes.

In human clinical trials, conducted in collaboration with the CSIRO Health Sciences and Nutrition Division in Australia, **VinLife®** grape SEED extract has been shown to have a **positive benefit on the health of the cardio vascular system.**

VinLife® grape SEED extract formulated in a food, in a placebo controlled, cross-over design clinical trial, showed a statistically significant improvement in flow mediated dilatation (flexibility of blood vessels). Keeping blood vessels flexible is fundamental to preventing the

onset of cardiovascular disease. Flexible blood vessels are also important to ensure healthy blood flow to all parts of our body. This may assist in keeping circulation to fingers and toes healthy along with maintaining normal blood pressure.

VinLife® - pure & natural

VinLife® is available in two forms - Grape SEED extract and Grape SKIN extract. **VinLife®** extracts are made from the fresh marc of 100% Australian wine grapes. Marc (from the French word meaning 'to press') consists of the residual skins and seeds which are removed from the wine after crushing.

Tarac's extraction facility is located at Nuriootpa, in the centre of the Barossa Valley, South Australia's premium wine production area.

This central location ensures that a supply of fresh



'marc' is readily available. Only carefully selected marc is used in the production process. **VinLife®** is produced with minimal impact on the chemistry of the polyphenols - so the extracts remain

'as nature intended'.

VinLife® is 100% pure and does not contain any preservatives or additives

VinLife® & functional food



VinLife® grape SEED extract has several unique features that make it suitable for use in a wide range of functional food applications,

- **heart health benefit** - proven by clinical trial
- **water-soluble**, easy to incorporate into formulations
- a light brown coloured powder, **no impact on colour** at recommended doses
- **negligible taste** at recommended doses
- **a natural food** from 100% Australian grapes
- **heat stable**, suitable for baked and extruded food products
- **GMO free**
- **powerful antioxidant**

Taste and flavour, are a vital component of any food or beverage. **VinLife®** grape SEED extract can easily be incorporated into a wide range of foods without

VinLife®
natural grape skin & seed extracts

ideal as an ingredient in functional foods

> develop new products or extend existing product ranges with...

> scientifically proven health benefits to...

> generate incremental margins and profits and...

> category leadership.

add value to functional food