

Quality Flavours



TASTAROM[®]
Taste and Aroma People

Flavours | Powder Flavours | Flavour Emulsions | Soft Drink Concentrates

The name **TASTAROM®** is a combination of two words, Taste and Aroma. Taste and Aroma are two of the five eternal human senses. These are chemical senses, while the other three senses of sight, hearing and touch are physical senses. Flavours and Fragrances belong to the category of products that directly influence our sense of Taste and Aroma.

TASTAROM® is led by Chaitanya M. Varia S/O Mahendrabhai S. Varia. Mahendrabhai S. Varia initiated the making of flavours and fragrances in 1958, in Jamnagar (Gujarat-India). He then moved to Surendranagar (Gujarat-India) in 1962 and continued making flavours and fragrances.

Chaitanya. M. Varia joined business activities in 1976 with more emphasis on expanding the business. **CARAFE** a promising brand in Flavours was launched in 1989. Chaitanya M. Varia has more than 42 years of experience in manufacturing flavours and fragrances. His expertise has helped **CARAFE** to earn reputation and maintain an unbeaten track record of 30 years. With a relentless vision to move forward in business, **TASTAROM®** Products LLP established in August 2010. Since then, **TASTAROM®** has invented many flavours and fragrances to serve valued customers.

Our Mission

We will utilize our strength, understanding our capabilities and enrich the same. We look ahead to explore opportunities and abate threats. The focus of **TASTAROM®** is to provide “Quality Flavours” and fragrances.

Our Vision

To make **TASTAROM®** the most trusted Flavour and Fragrance Company in the Taste and Aroma world.



Application of Flavour

Any of the product which is consumed by human being (Except 100% natural) and which gives taste (identical to natural) that may be because of FLAVOUR. So FLAVOUR is for taste purpose and edible or consumable by human being not directly but has been incorporated in the product, which is consumed, so Flavour is a food additive.

Flavours are Being used in

Bakery



Confectionery



Beverage



Dairy



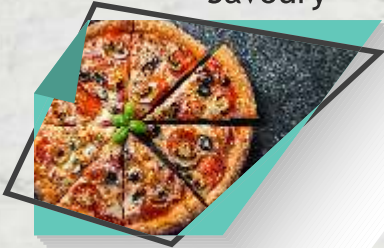
Pharmaceutical



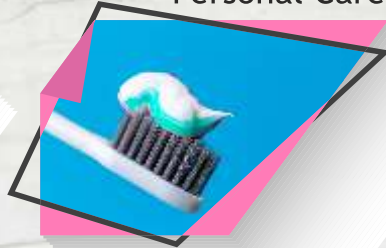
Nutraceutical



Savoury

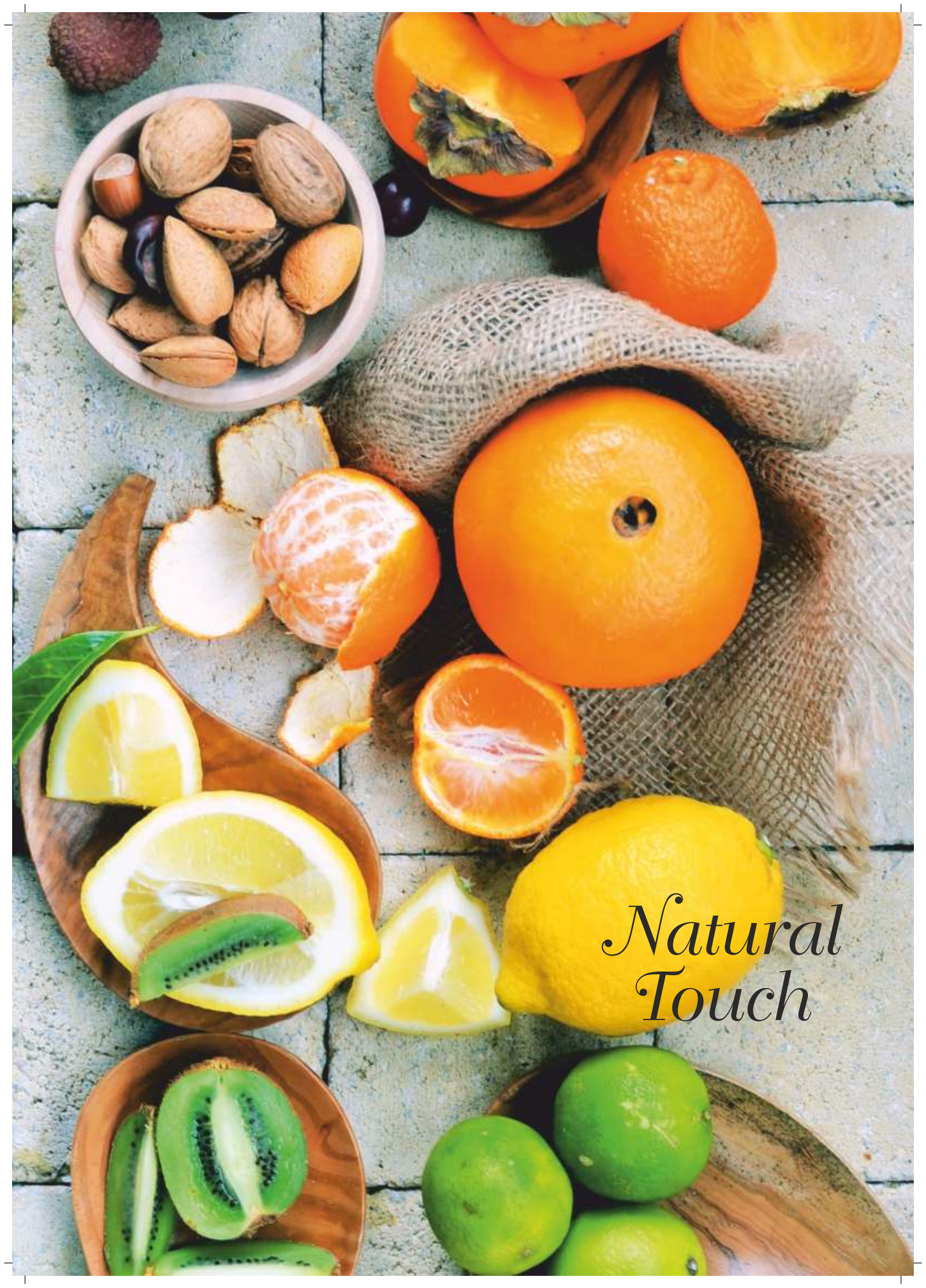


Personal Care



Liquor





*Natural
Touch*

Flavours

| | | | |
|--------------------|-----------------|---------------|----------------|
| Ajowan | Cinnamon | Khir | Rajbhog |
| Almond | Clove | Khus | Rasgulla |
| Amla | Cocoa | Kiwi | Raspberry |
| Aniseed | Coconut | Kotha | Rose |
| Apple | Coffee | Kulfi | Rum |
| Badam Pista Keshar | Cola | Lemon | Saffron |
| Banana | Coriander | Lime | Spearmint |
| Basundi | Cream Soda | Lychee | Strawberry |
| Beer | Cumin | Mandarine | Tamarind |
| Biscuit | Custard Apple | Mango | Tender Coconut |
| Black Current | Date | Mawa | Thundai |
| Black Jamun | Eucalyptus | Milk | Tomato |
| Black Pepper | Falooda | Mix Fruit | Tulsi |
| Blue Berry | Falsa | Mosambi | Tutti Frutti |
| Brandy | Fig | Musk Melon | Vanilla |
| Bubble Gum | Fruit Beer | Nutmeg | Vimto |
| Butter | Gin | Orange | Water Melon |
| Butter Scotch | Ginger | Pan Masala | Walnut |
| Capsicum | Grape | Papaya | Whisky |
| Caramel | Guava | Passion Fruit | Yogurt |
| Cardamom | Gulkand | Peach | |
| Cashew Nut | Hazel Nut | Peppermint | |
| Champange | Honey | Pinacolada | |
| Cheese | Jaljeera Masala | Pineapple | |
| Cherry | Kalakhatta | Pistachio | |
| Chocolate | Keshar Elaichi | Pomegranate | |
| Chutney | Keshar Pista | Rabadi | |

*Above Products are available in
Liquid Flavour, Flavour Emulsion,
Soft Drink Concentrate
& Powder Flavour.*





Product Categories

Liquid Flavour

- Liquid Flavour Water Soluble
- Liquid Flavour Oil Soluble

Flavour Emulsion

Soft Drink Concentrate

Powder Flavour

- Micro Encapsulated Powder Flavour
- Physically Encapsulated Dry Mix Powder Flavour
- Dry Mix Powder Flavour



Useful Information about Flavours

Flavour exists in two physical status.



LIQUID FORM

Liquid Flavour :-

(i) Water Soluble Liquid Flavour :- Which is soluble in water, and used in Beverages, Liquors, Dairy, Bakery, Confectionery, Personal care and Pharmaceutical products.

(ii) Oil Soluble Liquid Flavour :- Which is soluble in oil, and used in Confectionery, Bakery, Savoury, Personal Care, Liquors, Tobacco and Pharmaceutical products.

Flavour Emulsion:-

Which is Oil in Water Flavour Emulsion, viscous coloured liquid, and can be used in Beverages, Juices, Ice Lollies and Dairy Products.

Soft Drink Concentrate:-

Which consist two parts , Liquid and Powder part. Which can be used in Beverage, Juice and Ice Lollies.

POWDER FORM

Micro Encapsulated Powder Flavour:-

Flavouring ingredients Encapsulated in gum molecules, and can be used in Beverages, Dairy, Nutraceutical and Pharmaceutical products.

Physically Encapsulated Dry Mix Powder Flavour:-

Flavouring Ingredients physically encapsulated in carrier's molecules, and can be used in Beverages, Dairy, Nutraceutical and Pharmaceutical products.

Dry Mix Powder Flavour :-

Flavouring ingredients mixed in carrier and can be used in Beverages, Dairy, Nutraceutical and Pharmaceutical products.

**“ FLAVOURS FOR BETTER TASTE
FRAGRANCES FOR BETTER AROMA ”**

TASTAROM[®]
PRODUCTS LLP

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