

Tarti: Spreads that take kids on a taste adventure



Salles Frères launches Tarti, a new range of plant-based spreads created for children aged 3 to 10. With its colorful, mild and creamy recipes, Tarti reimagines the spread as a fun and tasty adventure, designed to delight children while reassuring parents.

A range designed for little food lovers and grown-ups alike

With Tarti, Salles Frères aims to offer a new way for children to discover flavors. The idea is to start with familiar tastes from their everyday world, while introducing them to new combinations through mild, naturally sweet and easy-to-enjoy recipes.

The smooth, creamy texture and vibrant colors of the recipes have been designed to encourage a fun and relaxed approach to food. And because Tarti is just as suitable for everyday moments as it is for sharing, there are plenty of ways to enjoy it:

- as a dip at aperitif time,
- as a tasty accompaniment for dipping fries,
- spread on a slice of bread for a snack,
- as part of a picnic.

Two recipes to set off on an adventure

For its launch, Tarti is showcasing two recipes with very distinct culinary worlds.

The Barbecue spread is a delicious recipe combining tomatoes, beetroot and smoked paprika. A familiar and comforting combination, created to capture the spirit of barbecue flavors in a recipe tailored to young palates.

The Maharajah spread is inspired by the flavors of India, combining sweetcorn, chickpeas, coconut milk and curry. A mild and exotic recipe that encourages children to discover new flavors while remaining approachable and easy to enjoy.

Maharajah: making an impact from the very start!

Among the recipes in the range, Maharajah has been selected as a SIAL Innovation, a recognition that highlights its distinctive positioning and its potential to bring a fresh approach to the children's spreads category.

Through this selection, Tarti is affirming its ambition: to offer something different, without having to choose between enjoyment, discovery and nutritional balance.

Tarti, a mascot to lead the adventure

To bring this world to life, each recipe is represented by Tarti, the range's mascot, taking on a different identity inspired by the origins and culinary world of each recipe.

More than just a spread, Tarti invites children to discover the world through taste, with a fun and accessible approach.

With Tarti, Salles Frères is opening a new chapter in its expertise, with a spread created for children that turns every bite into an invitation to explore the world.

About Salles Frères

Salles Frères is a French family-owned company based in Aniane, in the Hérault region of southern France, since 1920. Specializing in olives, condiments and spreads, the company supports food industry professionals with products that combine expertise, quality and innovation. With Tarti, the company continues to drive innovation by offering a range specifically designed for children aged 3 to 10.