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Frutarom USA Receives Organic Certification for Origanox™

Frutarom Inc., USA, received an organic certification from The Inspection & Certification Body Secal Israel for its Origanox™ solution to combat lipid oxidation in food applications and increase their shelf life. This all-natural product provides food manufacturers an optimal solution to protect products against lipid oxidation while extending product shelf life. Origanox is produced and handled in compliance with all regulations for organic certification on a global level.

The oxidation processes that attack foods lead to organoleptic deterioration, affecting taste, color and texture. The food industry as a whole — and organic food manufacturers specifically — increasingly seek natural solutions to extend the shelf life while maintaining product freshness and delicious taste. This is especially critical with milder tasting products.

With 7.7 percent growth during 2010, organic food outpaced the growth of total food sales, which stagnated at only 0.6 percent. Organic products continue to make gains in total market share, climbing to over \$28.6 billion in the USA, according to the Organic Trade Association's "Organic Industry Survey 2011."

"We are very proud to introduce the organic Origanox to this vital segment of the half-trillion dollar US food market," says Laurent Leduc, Vice President Health for Frutarom Americas. "Synthetic antioxidants typically used in food applications have been suspected of contributing to health problems, making them a major obstacle to producing organic health foods with long shelf life. Origanox enables organic food companies to market their products with longer shelf life and clean label."

Origanox™ is a natural, cold water-soluble plant extract derived from edible herb species belonging to the *Labiatae* family. A patented, multifunctional agent, Origanox™ provides proven, superior efficacy in two key areas for the food industry: It protects against lipid oxidation in a wide range of food products, and it also offers additional health benefits as a nutraceutical component.

"We designed a healthy solution for protecting food quality and extending shelf life, without affecting product taste," says Rina Reznik, Ph.D., Origanox Business Manager at Frutarom. "In baking, high temperatures negatively impact fatty acids and accelerate the oxidation process. This advanced formulation shows excellent performance in healthy snacks and breakfast cereals – the types of product highly susceptible to oxidation due to extreme processing conditions and large surface areas. We measured and analyzed its effectiveness in a wide range of food applications and the results show outstanding performance of this heat-stable ingredient."

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About Frutarom

Frutarom is a global company operating in the flavor and fine ingredients markets. Frutarom has significant production and development centers on three continents and it markets its products in five continents to over 13,000 customers in more than 120 countries. Frutarom's products are intended for the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, health food, functional food, food additives and cosmetic industries.

Frutarom, which employs approximately 1,500 people worldwide, has 2 main activities:

- The Flavors Segment, which develops, produces and markets flavor compounds and food systems.
- The Fine Ingredients Segment, which develops, produces and markets natural flavor extracts, natural functional food ingredients, natural pharma/nutraceutical extracts, specialty essential oils, citrus products and aroma chemicals.

Frutarom's products are produced in its plants in the US, UK, Switzerland, Germany, Israel, China, South Africa and Turkey. The Company's global marketing organization includes branches in Israel, the US, UK, Switzerland, Germany, Belgium, the Netherlands, Denmark, France, Hungary, Romania, Russia, Ukraine, Kazakhstan, Belarus, Turkey, Brazil, Mexico, Costa Rica, China, Japan, Hong Kong, India, Indonesia and South Africa. The Company also works through local agents and distributors worldwide.

