

## **Frutarom advances “Energy”**

**A new approach to tasty energy products with natural ingredients**

***Wädenswil / Switzerland, 19 March 2008 – Global flavour house and fine ingredients manufacturer Frutarom launches its latest concept “Enjoy the Taste of Energy”. Tailored to specific energy requirements, novel product samples for various applications clearly demonstrate how manufacturers can create innovative and healthy energy products. The concept is based on sophisticated combinations of Frutarom’s natural herbal extracts and other functional ingredients that offer various approaches to energy plus authentic flavours.***

Energy has many facets. That’s why Frutarom’s latest concept not only targets physical endurance, but also brain power, mental alertness, and the need for a quick recovery after exercise. The “claim to fame” is the unique combination of energy enhancing natural herbal extracts with a perfectly matching blend of flavours – both special subjects to Frutarom.

Green tea, guarana, schisandra, ginseng and green maté are just a few of the main players in Frutarom’s range of herbal “energy” extracts. Whereas ginseng and schisandra provide vitality characteristics, it is the caffeine content in guarana, green tea and mate which makes them perfectly suitable for natural energy products. In combination with creative and energy supplying flavour compositions, these combinations result in indulgent products that offer consumers an extra “boost”.

The product samples include beverages and nutrition bars, as well as dairy products and even confectionery, meeting consumer’s three main demands: Health, indulgence and convenience.

### **Healthy energy and great taste for all**

Frutarom’s energy concept shows how its natural herbal extracts and flavours can be used to manufacture products that are suitable for everyone – from sportspeople to

mainstream “lifestyle-conscious” consumers. Depending on the formulation, also “clean label” energy products are conceivable.

For instance for the sports sector, a drink with guarana and elderflower extracts delivers the right energy kick as well as great elderflower and pomegranate flavour. The delicious blueberry and cranberry flavoured drink “Superfruit Booster” includes energy-enhancing green tea extract and L-Carnitine, while the “Tropical buzz” fruit cereal bar contains a tasty yet powerful blend of ginseng extract, lovely rounded off with tropical flavourings. The more lifestyle oriented yoghurt shot “Perfect Woman”, stands for the ultimate energy kick to begin every day with. It is a dairy coffee concept with caramel toffee flavour plus caffeine derived from guarana and maté. And for nights of endless dancing, “Hot Fuel” is the ultimate party drink – it contains ginseng, guarana and caffeine derived from guarana, combined with fruity sour cherry and can be nicely mixed with coke or other beverages.

For health-conscious but sweet-toothed consumers who want to have a handy energy kick, the natural energy concept candies “Paso Doble”, “Spice’n’bong” and “Energesso” again combine natural caffeine containing extracts with best suitable flavourings.

### **Market overview**

“Energy” products can expect further growth. According to Mintel, the energy drinks market witnessed an increase of 11 per cent in 2006, with even stronger growth during 2007. Already buoyant, the energy drinks market has been further fuelled by lifestyle-oriented consumers’ interest in “energy” diets. The new energy concept shows how manufacturers can boost their energy too – by simply using Frutarom’s creativity and expertise to develop energy products with a special edge and in specific cases with a “clean label”.

## About Frutarom

Established in 1933, the Frutarom Group is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, food additive, and cosmetic industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries around the world. The Frutarom Group has 1,500 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia.

Frutarom operates through two divisions:

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

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: **To be the Preferred Partner for Tasty and Healthy Success.**

Since 1993, Frutarom has successfully implemented a rapid growth strategy that combines organic growth at above-industry levels with strategic acquisitions of synergistic companies.

Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003 Frutarom has been included in the Tel Aviv 100 Index.

For further information, visit our website: [www.frutarom.com](http://www.frutarom.com)

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