

Innovative technology: VeriTaste enables Frutarom to offer the most natural preparations ever

New production line in operation / Premium Food Systems with clearly formed pieces, authentic taste and an impressive shelf life.

***Reinach / Switzerland, 3.4.2008* – Using the new VeriTaste technology, Frutarom is offering all-natural, premium preparations for first class food products. VeriTaste enables fruit, vegetables and herbs to be processed so gently that the use of additives can be kept to a minimum or even eliminated altogether.**

The innovative VeriTaste technology has been developed with and exclusively for Frutarom and is the result of years of research. Exactly 50 years after supplying its first fruit preparation, Frutarom thus brings a new generation of premium preparations, also called Food Systems, to market – and they fit perfectly into the current “Clean Label” trend.

VeriTaste is a three-step technology that enables preparations to be manufactured to a higher level of quality than ever before. First, fruit, vegetables or herbs are gently warmed. Then things start to heat up, with the subsequent brief but highly efficient thermal treatment at temperatures of up to 135 degrees guaranteeing microbiological safety. The procedure is rounded off with a rapid and gentle cooling process. The resultant preparations have high integrity with an excellent yield and are absolutely premium when it comes to taste, texture and “naturalness”.

VeriTaste products with high quality fruit pieces, crunchy vegetables and finely fragrant herbs are suitable for a wide range of applications including fresh dairy products, ice creams, desserts, filled bakery goods and the culinary sector. The gentle nature of VeriTaste ensures that fruit and vegetable cubes are produced in perfect shape, with pieces of up to 2,5 cm being possible. Delicate berries stay intact, pressure-sensitive fruits keep their shape, and even small herbal leaves are fully preserved in terms of shape, color and taste. Additionally, an excellent shelf life of up to 12 months is possible, depending on the product.

Winning products

VeriTaste technology maintains the original flavor spectrum of fruit, vegetables and herbs, so the natural taste can be fully enjoyed by the consumer. At the same time, the fruits, vegetables and herbs retain more of their valuable natural goodness.

A further bonus of the gentle processing technology is that the pieces remain fresh, and free from any burned or cooked taste. In a consumer study conducted in Switzerland, VeriTaste products were described as “more natural” and “fresher” than comparable products on the market.

A feast for the eyes

Not only in terms of taste, but also visually, VeriTaste Food Systems are really “premium”. The shapes and colors of the original pieces remain as nature intended. Yellow does not fade, red does not turn into grey and herbs do not turn brown. VeriTaste also avoids the potential problem of unattractive brown discoloration of a product – this so-called ‘Maillard’ reaction is reduced significantly.



“All in One” for premium products

As with Frutarom’s other Food Systems, VeriTaste preparations are tailor-made, “All in One” products which ensure stability and safety for a simple and efficient further processing. Frutarom develops every Food System together with the manufacturer of the end product. This way, fast-changing trends can be met, seasonal products used and providing each preparation an absolutely unique profile.

For more information: dairy@frutarom.com



FRUTAROM LTD.

PLANT & OFFICES: P.O.BOX 10067, HAIFA 26110, ISRAEL
TEL: 972-4-8462462 FAX: 972-4-8722517
E-mail: info@frutarom.com INTERNET: <http://www.frutarom.com>
HERZLIA OFFICE: TEL: 972-9-9505607 FAX: 972-9-9543202

