



FRUTAROM'S CHRYSANTHEMUM EXTRACT IDEAL **FOR HERBAL TEAS**

North Bergen, New Jersey, April 1, 2008 — Chrysanthemum has long been known as a tea flavor with therapeutic attributes in the Chinese community, reports Michael Conti, Vice President, Natural Products, Frutarom USA Inc. Flavor Division. Visit Frutarom's Booth #1722 at SupplySide East to get a taste!

"Chrysanthemum flavor can add a new twist in hot and cold tea-type drinks and are compatible tastes in healthful offerings. When blended with other herbal ingredients, it helps in creating a truly refreshing beverage. It is also totally compatible with chamomile varieties, which are experiencing a strong comeback as a soothing aid to digestion," Mr. Conti said.

It was pointed out that chrysanthemum flavor has a distinctive taste profile, with floral notes and hints of refreshing celery characteristics. A slight astringency, a mild, bitter finish and the aroma of herbal tea are enhanced by woodiness to round out the complex and appealing taste that chrysanthemum flavor achieves. These taste perceptions are supported by Frutarom's flavor mapping research, which predominantly cited vegetable, floral and herbal sensations and noted woody, savory and earthy impressions.

The new Frutarom chrysanthemum beverage flavor is dark brown in appearance and its usage range spans 0.20% to 1.00%. It is a natural flavor derived from the yellow chrysanthemum flower through a proprietary process.

"In our applications laboratories, we've used chrysanthemum flavor in combination with other herbals and have achieved some outstanding results. The refreshing quality that it brings helps in creating something entirely new and different, with great appeal for consumers who are looking to experience a novel and sophisticated taste sensation," Mr. Conti stated.

Mr. Conti added that some traditional Chinese herbal teas included chrysanthemum as an ingredient. Different varieties of the flower were believed to help in digestion and/or to support vision. It was also thought to have a role in reducing blood pressure and relieving headaches and dizziness.

For more information, please contact Frutarom at 201-861-9500, or Maria Garvey, Delfino Marketing at 914-747-1400 or via e-mail at newsroom@delfino.com

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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 additives, and cosmetic industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries worldwide. The Frutarom Group has 1,500 employees' worldwide and manufacturing facilities in Europe, North America, Israel and Asia. The Group operates worldwide through local agents and distributors.

Frutarom operates through two divisions:

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

Frutarom considers itself as providing tasty and healthy solutions to its customers and its vision is: To be the Preferred Partner for Tasty and Healthy Success

Since 1993, Frutarom has successfully implemented a rapid growth strategy that combines industry – leading organic growth, 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 stock is traded as part of the Tel Aviv 100 Index.

For further information, visit our website: www.frutarom.com.