

Press Information

Innovation Days Wädenswil 2008

Frutarom holds second international customer convention on 2/3 September 2008 / Launch of innovative “50plus” concept

***Wädenswil (Switzerland), July 2008* – At this year’s Innovation Days Wädenswil, Frutarom will present a new and proactive concept for ageing consumers. Speakers from science and industry will focus on this target age group, and there will be discussions on another major topic – beautiful food. During the course of the convention, attendees from all branches of the food, beverage and functional food industry will gain insights into state-of-art technologies for the creation of contemporary products with cutting edge benefits.**

Frutarom’s “50plus” concept includes a variety of product samples which target cardiovascular health, digestive balance, mental agility as well as bone health. Suitable for a variety of applications, including beverages, bakery and dairy products as well as confectionery and savory products, each sample is characterized by naturalness and premium quality. The samples also show how target group appropriate functionalities can be met with products that also have appealing taste profiles. “A concept fully in line with our mission statement – Passion for Taste and Health”, says Ori Yehudai, President and CEO of Frutarom, who will be opening the convention.

A major part of the convention takes place under the theme “50plus – fit and healthy lifestyle”. This section will be opened with an in-depth lecture titled “Baby Boomers – healthy snacking or indulgence?”

Thinking “out of the box”

Frutarom’s Innovation Days are designed to offer a forum for the exchange of ideas, opinions and new developments. As such and in line with the ethos of innovation, attendees will be taken on an inspiring tour of the Innovation Center, which was

opened last year. They will be able to see Frutarom's experts at work in their laboratories and have the chance to explore various concepts and solutions. As well as product samples of the "50plus" concept, visitors will be given appetizing and informative insights into Frutarom's natural "VeriTaste" fruit preparations and its latest "Enjoy the taste of energy" concepts. Another attractive spot will be the presentation of the flavour competence in form of cocktails. Latest news on products will be shown at the Innovation Corner.

Out of the box thinking will take center stage in Mrs Anja Förster's speech on "Anything but ordinary". Altering angles, reviewing perspectives – a motivation to acquire new insights. Finally, during a round table discussion on the trend topic beautiful, experts from the industry, science and media will share their perspectives with the convention's participants.

Axel Graefe, Region Manager Flavors EMEA and responsible for the conception and organization of Frutarom's Innovation Days, says: "In these times of constantly changing trends and short product life cycles, the topic of innovation gains in importance. The Innovation Days, as well as the Innovation Center, are our answers to that challenge. We want to get in touch with our clients, open doors, create space for new ideas, and cultivate out of the box thinking in order to create real innovations."

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.

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