

## **Innovation Days Wädenswil: A Review**

**Second customer convention of Frutarom focussed on changing consumer groups and how to satisfy their demands**

***Wädenswil (Switzerland), September 2008 – The overall theme of the conference part at Frutarom’s second Innovation Days Wädenswil was “50-plus: a fit and healthy lifestyle”. Speakers from various sectors of science and industry shed light on diverse aspects of innovation for changing consumer groups.***

The first lecture focussed on the ageing baby boomer generation – the largest sector of the adult population. Honesty and credibility were identified as integral to this group’s purchasing loyalty, resulting in the conclusion, that trustworthy innovations with sound scientific backgrounds are the basis for sustained market success.

Prof. Nissim Garti, Hebrew University of Jerusalem, Israel, discussed latest innovations in emulsion technology. He explained how Nutralease bio technology start up company held by Frutarom has developed novel nano-sized liquid vehicles which act as carriers for insoluble nutraceuticals, as well as bioactive and flavouring agents. Using this technology, molecules such as CoQ10, isoflavones and omega fatty acids can be merged into solution, while at the same time increasing their bioavailability.

In her lecture on SoyLife<sup>®</sup> isoflavones, Marian Verbruggen, Head of Medical Sciences & Regulatory Affairs at Frutarom, focused on the technical possibilities and challenges faced by food manufacturers developing isoflavone-enriched products.

“Food memory, properties and age impact” was the title of Dr. Claire Sulmont-Rossé’s (INRA, UMR Flavic, France) speech, which was based on her studies into how experiences connected with certain foods can affect food perception.

Rounding off the Innovation Days lectures, business consultant Anja Förster addressed: “Anything but ordinary” – unconventional and refreshing strategies that enable manufacturers to succeed in an increasingly competitive world. During the round-table discussion, representatives from industry and media highlighted different aspects of the topic of “Beautifood” and discussed attracting opportunities for this sector.

### **Markets crying for innovation**

Less theoretical, but tasty impressions were provided by a tour at Frutarom’s Innovation Center. Visitors to the laboratories were able to see and sample first-hand how taste, authenticity and functionality can complement one another to produce great-tasting products for segments such as dairy, beverages, confectionery, bakery or savoury.

The second Innovation Days Wädenswil provided a stimulating and thought-provoking forum for participants from all branches of the food and functional food industries. At a time when constant innovation is the key to long-term market success, identifying trends and potentially lucrative target groups is crucial. With its “50plus” concept, Frutarom demonstrated how today’s food industry can make a virtue of necessity by using true innovation to benefit from a phenomenon such as the current demographic change.

## 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).

### **Company Contact:**

Frutarom Switzerland Ltd.  
Marketing Communication  
Ms. Susanne Fässler  
Rütowisstraße 7  
CH-8820 Wädenswil  
Switzerland  
Tel.: +41 44 782 6464  
Fax: +41 44 782 6466  
[media@ch.frutarom.com](mailto:media@ch.frutarom.com)

### **Press Contact:**

akp public relations  
Hilke Weinand  
Hopfenstraße 5  
D-69469 Weinheim  
Germany  
Tel: +49 6201 188 98 10  
Fax: +49 6201 188 98 20  
[weinand@akp-pr.de](mailto:weinand@akp-pr.de)