

## **Lifestyle and functionalities for “Golden Agers”**

### **Frutarom launches product concepts for 50plus age group**

***Wädenswil (Switzerland), September 2008 – During its second Innovation Days from 2.-3. September in Wädenswil, Frutarom launched its proactive concept for ageing consumers. With the strapline “The extra bit of lifestyle”, the concept features various product samples, all of which are tailored to the special needs of this interesting target group.***

The 50plus concept is Frutarom’s response to the current fundamental demographic change. It provides great-tasting products which are specifically tailored to an age group that is looking for premium taste and quality, as well as authenticity and additional health benefits.

There are four key issues for functional products to be addressed when targeting 50plus consumers: a healthy cardiovascular system, mental agility, balanced digestion and bone health. To satisfy these demands, Frutarom has developed a range of product concepts and samples. The samples combine the best in functional ingredients, flavours and Food Systems to achieve products that not only provide the desired added value, but moreover are tasty and appealing. In order to add a functional, yet natural dimension to its 50plus concept samples, Frutarom used natural ingredients such as ginseng, artichoke, fennel and chamomile extract.

### **Premium products for the golden years**

Supporting cardiovascular health is the intention of a juice drink with a high superfruit and antioxidant content, with artichoke and red vine leaf extract. A strawberry candy high in antioxidants and low in sugar can be positioned as beneficial for cardiovascular health, too. Chocolate does not only become “soul food” but also “brain food”, with the

ability to sharpen the mind, thanks to the added wild green oat extract Neuravena<sup>®</sup> plus ginseng extract. To enhance bone health, a yoghurt or a cereal bar can be enjoyed. Both contain SoyLife<sup>®</sup> isoflavones from soy germ, and an additional source of calcium. These concepts are also unique because the Frutarom flavourists succeeded in masking the bitter taste of soy, and thus overcame a major challenge of manufacturing soy-enriched food products. In terms of improving digestive health, the natural prebiotic fibre inulin and the traditionally used fennel are incorporated into a tasty fish spread with fresh salmon fillet, so that the road to better digestion is smooth and tastes great. A cereal bar with herbs such as chamomile and lemon balm extract as well as natural fibres makes it easy for consumers to improve digestive health on the move.

### **High potential markets**

The 50-plus age group will soon become the largest sector of the population, even in absolute numbers. Within the next ten years, people aged 50 and over are predicted to become the most solvent and health conscious consumers. Already today, every second Euro is spent by a “Golden Ager”. So attracting this consumer group’s attention to functional yet tasty products will be a decisive factor for any food manufacturer’s success.

## 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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