

## PRESS RELEASE

# FRUTAROM LAUNCHES NEW GLOBAL BRANDING

HAIFA, IL – October 11, 2009, Frutarom Industries Ltd. (**LSE: FRUTq, TASE: FRUT, OTC: FRUTF**), announces the launch of its new branding for its activities in 46 locations world wide. Frutarom, one of the world's leaders for flavors and specialty ingredients for the food, beverage, functional foods, nutraceutical, pharmaceutical and personal care industries, expresses through its new branding its unique position in the combination of taste and health solutions, and the desire and commitment to innovation, creativity and excellence.

"Our "Passion for Taste and Health" is the leading driver in Frutarom's successful rapid growth strategy," explains **Ori Yehudai**, President and CEO of Frutarom. "Frutarom's advantage is based on our unique ability to provide **tasty flavor** solutions together with the scientific basis for **health benefits**. The combination of a genuine and solid partnership with our customers and the understanding of their needs, allows us to provide full solutions tailored for them. We continue to implement the successful growth strategy that enabled us to become one of the top ten leading flavors and fine ingredients companies. Our strategy combines internal profitable growth with strategic acquisitions that have strengthened our product offering, expanded our customer base and paved our way into new markets ".

Frutarom's new branding includes unique colorful elements for each of Frutarom's different products and solutions segments, that are combined in harmonic visuality.; Oranges were chosen to represent Frutarom's Taste abilities and its proficiency with flavors and food systems. Established in 1933, Frutarom has a long legacy in citrus specialty products. Chili expresses Frutarom's Savory Solutions abilities, to create fresh, tailor-made products for the convenience food, meat, fish and delicatessen industries. Frutarom Health which provides top quality health ingredients for the nutraceutical, pharmaceutical and functional food industries is represented by the Echinacea flower and the coffee tree image which was chosen to symbolize Frutarom's activity in the field of flavor & fragrance ingredients. Each element has been placed on a clean, white background symbolizing naturalness innovation and creativity. The combination of the nature symbols characterizes the synergy between Frutarom's businesses and the unique added value offered to each customer.

**Asnat Cinader**, Frutarom's Global Marketing Communication Manager says: "we wanted to preserve our 75 years legacy while recreating Frutarom's appearance and adjusting it to the impressive growth we have accomplished in recent years and to our current position. Apart from the harmonic nature symbols of our different activities, our new branding includes also black and white lifestyle imagery with colored ingredients that together reflects the unique understanding we have of the consumer market and its translation to market-leading products."



## **About Frutarom**

Frutarom is a global company active in the world markets for flavors and ingredients. Frutarom has significant production and development centers on three continents and markets its products on five continents to over 13,000 customers in more than 120 countries. Frutarom's products are intended mainly for the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, functional food, food additive, and cosmetic industries.

Frutarom, which employs approximately 1,450 people worldwide, operates through two Divisions:

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

Frutarom's products are produced at its plants in the United States, England, Switzerland, Germany, Israel, China, and Turkey. The Company's global marketing organization includes branches in Israel, the United States, England, Switzerland, Germany, Belgium, Holland, Denmark, France, Hungary, Romania, Russia, Ukraine, Kazakhstan, Belarus, Turkey, Brazil, Mexico, China, Japan, Hong Kong, India and Indonesia. The Company also works through local agents and distributors worldwide.

For further information, visit our website: [www.frutarom.com](http://www.frutarom.com).

