

Press Release

The amazing world of citrus flavours

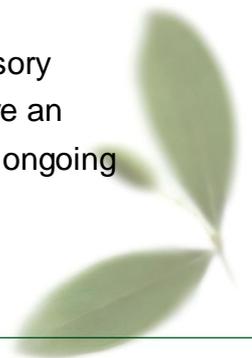
Frutarom shows a whole wealth of new premium citrus flavourings with sophisticated sensory profiles: For fresh and tasty clean label products

Wädenswil/Switzerland, November 2009 – By using its global expertise and decades of know-how in its unique sourcing, processing and refining of citrus raw materials from the trees to the finished flavour profile, Frutarom has created a broad portfolio of natural and authentic citrus tonalities to excite the consumer of today. Within the framework of its “Citrus Competence” project, Frutarom is presenting 27 high-quality natural and FTNF (from the named fruit) citrus flavour variants that are in line with the current trend for “Naturalness”. This new project once again demonstrates that citrus flavours embrace far more than just orange or lemon.

Grapefruit, lime, mandarin, tangerine, orange, lemon, clementine, pomelo, yuzu and blood orange – these and other flavours belong to the “Citrus Competence” range, in natural and FTNF variants. They display excellent stability and can be incorporated singly or in combination into non-alcoholic beverages including flavoured water, carbonated soft drinks, juices and juice drinks as well as alcoholic drinks. The flavours are also suitable for dairy, ice-cream, confectionery and many other applications.

The term ‘citrus’ reflects juicy, fresh, refreshing and hydrating fruit. “Citrus Competence” is the platform from which Frutarom shows how from a sensory perspective the areas of refreshment and freshness are intrinsically linked to the chemical makeup and the interaction of the raw materials. However, citrus flavours have complex sensory profiles. Therefore, it is especially challenging to create the desired flavour type.

The flavours selected by Frutarom embrace innumerable nuances, with sensory descriptors ranging from zesty through sweet to pine. Hence, customers have an attractive choice of high quality flavours which in addition are in line with the ongoing



“Naturalness” trend. The company has a heritage in understanding the agronomy associated with the growing of citrus fruits. With its continuous high quality production of raw materials and subsequent flavours as well as its flair for creative product development consumer’s desire for natural products with exciting tastes can be satisfied.

An international expert group from the company’s sites across Switzerland, the UK and Israel has compiled this extraordinary flavour range for tasty yet healthy clean label products. Frutarom’s experts offer comprehensive product development support, be it questions concerning optimal dosage, applications or regulatory affairs – or a complete development process at Frutarom’s Innovation Center Labs in Switzerland. With its broad portfolio of flavours, food systems and functional ingredients, Frutarom offers complete and tailor-made solutions that link taste and health.

In the first quarter of 2010 the “Citrus Competence” project will continue to focus on the impact of new legislation coming in 2011 pertaining to the 95:5 ruling for natural fruit specific flavourings, combinations of citrus tonalities and a more in depth view of the importance of freshness related to stability and its relevance for alcoholic, non alcoholic, dairy, confectionery and bakery sectors.



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 15,000 products are sold to more than 5,000 customers in 120 countries around the world. The Frutarom Group has 1,200 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

Company Contact:

Frutarom Switzerland Ltd.
Susanne Fässler
Marketing Communication Manager
Rütiwisstraße 7
CH-8820 Wädenswil
Switzerland
Tel +41 44 782 63 21
sfassler@ch.frutarom.com

Press Contact:

akp public relations
Veronique Renkert
Hopfenstraße 5
D-69469 Weinheim
Germany
Tel: +49 6201 188 98 10
Fax: +49 6201 188 98 20
renkert@akp-pr.de

