



Food Systems for dairy – Africa World Cup 2010

Where football meets dairy! With regard to the upcoming World Cup 2010 scheduled to take place between 11 June and 11 July 2010 in South Africa, Frutarom prepared a proactive presentation for the **sweet & savory dairy** sector. In total, seven delicious samples with typical ingredients or traditional meals from the continent are at your disposal.

1. **Color your life**

Chakalaka is a spicy African vegetable relish traditionally served with bread, pap, stews or curries. To balance its fiery flavor, it is sometimes served with amasi (thick sour milk). Chakalaka is said to have originated in the townships of Johannesburg. Frutarom transferred this traditional recipe into fresh/spreadable cheese.

2. **Going wild**

Peppadew is the brand name of sweet piquanté peppers grown in the Limpopo province of South Africa. Very delicious together with cottage cheese!

3. **What's up..?**

Piri-piri Sauce is the hot East African sauce made from dried and soaked piri-piri chillies that is a staple condiment used to accompany many East African soups and stews. Though the origin of this sauce is probably Portuguese, it is now well established as a popular East African condiment. Frutarom developed a harmonic combination of **Peri-Peri** together with crème fraîche.

4. **Monkey bread tree**

A typical common name is **baobab** which is a genus containing eight species of trees, native to Madagascar, mainland Africa and Australia. Other common names include boab, boaboa, bottle tree, upside-down tree, and monkey bread tree. The species reach heights of 5 to 30 meters and have trunk diameters of 7 to 11 meters. Baobab combined with peach is delicious in yogurt.

5. **Free kick!**

A **granadilla** may be one of several species of passionflowers (*Passiflora*). The taste is similar to the better known passionfruit. Frutarom developed a nice combination with yogurt.

6. **Sensational Africa**

Physalis is a genus of plants in the nightshade family. The genus is characterized by the small orange fruit, partly or fully enclosed in a large papery husk. Once extracted from its husk, it may be eaten raw or used in salads, desserts, as a flavoring, and in jams and jellies. The Cape gooseberry is native to the Americas, but is commonly grown and feral in many subtropical areas, including South Africa (the "Cape" in the common name). Frutarom developed a well-rounded combination with honey and yogurt.

7. **Let's party!**

The **Marula** is a medium-sized tree, indigenous to the miombo woodlands of Southern Africa and the Sudano-Sahelian range of West Africa. The fruits are used in the liqueur Amarula. When ripe, the fruits have a light yellow skin, with white flesh, rich in vitamin C. Fruits are commonly eaten fresh or used to prepare juice, jelly and alcoholic drink. Refreshing and very tasty in combination with a smooth yogurt Lassi drink!

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