

February 3, 2010

Frutarom Names Salvatore Gargano as General Manager of Health Business Unit

Frutarom Targeting Global Health for 2010

Frutarom Ltd., the seventh largest company in flavors and specialty fine ingredients, has appointed Salvatore Gargano as General Manager of its Health Business Unit. The appointment is part of Frutarom's strategy to strengthen its position in the healthy products market, and expand its focus on creating unique combinations of taste and Health solutions.

Gargano comes to Frutarom following six years as Global Director of the "Actives" division of the Care Chemicals Business Unit of Cognis Group (Laboratoires Serobiologiques brand) and as GM of division activities in Cognis Group's Spain subsidiary (Barcelona). Prior to that he served 10 years as Marketing Director for Indena SpA (Milan)

"A successful consumer health product requires a precisely balanced combination of ingredients and formulae supported by science, marketing and regulatory back-up," Gargano emphasizes. "My mission is to make Frutarom Health a full partner in creating better-for-you products with added value designed for health-conscious consumers. Frutarom Health has unmatched expertise creating unique, synergistic combinations of nutraceutical ingredients to help our clients differentiate their brands in the marketplace."

"Gargano's vast experience and capabilities will enhance Frutarom Health's ability to work closely with our customers and help sustain our mission to become the preferred partner in taste and health," explains Ori Yehudai, Frutarom President and CEO.

"Frutarom's dedication to develop a large-scale and wide-ranging portfolio of custom-made, scientifically valid health ingredients that provides comprehensive support will serve to help our clients launch high-value products in the market place," adds Yehudai.

"Our strategy is to further enhance the Frutarom Health Business division's visibility in the global marketplace by leveraging our excellence in high-quality and performance solutions via three main drivers," continues Salvatore. "The first is BUSINESS RETENTION in our current markets through continued focus on Pharma/OTC and the highly qualified functional-food market. The second is BUSINESS EXTENSION through providing expert global support to Frutarom food customers who seek to include science-supported claims on botanical extracts and achieve greater penetration of new markets in Asia and East Europe. The third driver is an expanded FOCUS ON NEW DEVELOPMENTS through prioritizing customized projects, especially as linked to taste improvements for performance-driven health ingredients."

Gargano and Frutarom will implement new strategies in the health market by further leverage and integration of acquired health businesses, and via alignment of all processes globally within Frutarom Health Division. They also will enhance collaboration with commercial and scientific partners to further penetrate the market with innovative solutions and faster product-development processes.

For further information, please contact:

Nicole Oess
Assistant General Manager Health & Global Sales Manager Health





Tel +41 44 782 63 52, Fax +41 782 64 66
Frutarom Switzerland Ltd., 8820 Wädenswil
noess@ch.frutarom.com www.frutarom.com

About Frutarom

Established in 1933, Frutarom 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 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. Flavor Division and Health Division

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: *To be the Preferred Partner for Tasty and Healthy Success.*

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.

