

For a while, the market has craved a good, authentic strawberry flavour. Frutarom have stepped up to the challenge!

Supreme strawberry

After much development, Frutarom have released a **natural and truly authentic strawberry flavour**. As a member of our flavour development team explains, "We moved away from the typical sweet, confectionery-style strawberry profile to create a more authentic flavouring – something Frutarom had identified as missing from the current marketplace.

"We selected the Cambridge Favourite variety for its specific organoleptic profile. We worked closely with the growers, then picked, crushed and analysed the fruit at the point of optimum ripeness to ensure a fresh strawberry profile. Based on our analysis – and series of taste panels – we created this authentic strawberry flavouring. And with demand growing for natural and authentic products, this initiative is very much in line with our customers' – and the end-consumer's – needs and expectations."

Initially for use in beverages, the new flavour will be available for a wider variety of applications in the near future. Fresh, sweet, fruity, juicy, ripe and freshly picked, this strawberry flavour is also available in 51%, 90% or 95/5% FTNF versions.

Piccantos: value and versatility perfected

Piccantos are yet another tasty, healthy and value-added solution from Frutarom. With a vast range to choose from, there's sure to be a piccanto to suit your needs.

If you've not encountered them before, they are semi-finished food preparations. Our vast range includes piccantos suitable for applications such as dairy, bakery and savoury, and we have herb, fruit and vegetable versions available.

Frutarom's piccantos are natural, clean-label and authentic. Best of all, not only do they meet the highest quality requirements, they also provide you with welcome cost savings.

For more information about Frutarom's products, including those featured in this edition of **Taste**, contact your local sales person, call **+44 (0) 1933 440343** or email **info@uk.frutarom.com** and quote reference **QFW09**. **www.frutarom.com**

THE SEASONAL UPDATE FROM FRUTAROM

WINTER 2009 EDITION

taste

THE SEARCH FOR AN AUTHENTIC STRAWBERRY

Has this elusive flavour finally been found?

FANTASTIC ORGANIC

Our impressive range of organic flavourings keeps on growing

SIMPLY THE ZEST

Now you can do more with our citrus flavourings than ever before

I SHOULD COCOA!

Discover the new way to reduce cocoa in your products – or make them taste more luxurious!

PICK UP A PICCANTO

Put these cost-saving preparations to work in your products

WELCOME!

Winter is well and truly upon us. Wet weather, falling temperatures and dark evenings make us all crave something to bring a little warmth and cheer into our days. Enter **Taste**, the brand-new seasonal mini-magazine from Frutarom!

Taste has been designed to shine a spotlight on some of our latest innovations, and in doing so inspire you to create differentiated new food and drink products – and add value to your existing ones.

Smart ideas that will make winter taste a bit brighter for you and your customers include our superb **cocoa replacer and enhancer**; the best **citrus flavours** we've ever created; our versatile **piccanto** products; and something we're particularly excited about – a **natural and truly authentic strawberry flavour**.

So, enjoy **Taste** and please do send us your feedback.

Best wishes



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Dig this! We now have more certified-organic flavourings than ever before

In spite of a recession-induced dip in consumer spending on organics, long-term trends still show this as a growth area – and demand for our **certified-organic flavourings** is increasing.

Our organic flavourings – all certified by the Soil Association – include apple, strawberry, elderflower, blueberry, orange and vanilla to name but a few. The range is expanding fast, so whatever your need we're likely to have an organic flavour to meet it.



Enjoy the fruits of our labours

For many years, Frutarom have been renowned for their citrus products and raw-material sourcing. Using this extensive experience, we've produced a selection of **citrus flavourings** with some of the most authentic tastes and refreshing tonalities available. We've citrus flavourings suitable for a wide and growing range of applications (including soft drinks, alcohol, bakery, confectionery and dairy) so take a fresh look through our portfolio!



Cocoa is an ingredient with a huge following. People love its flavour. But including it in your products can prove expensive. In the past, trying to reduce production costs by reducing cocoa content meant compromising quality. Equally, increasing quality meant spiralling costs. Fortunately, our **cocoa enhancer and replacer** lets you...

Have your cake and eat it

Frutarom's **cocoa enhancer and replacer** has been designed with two key applications in mind. It can enhance the cocoa already present in a product, creating a more luxurious taste by increasing the depth and complexity of the cocoa flavour. Or it can aid reduction of cocoa content within a product for cost-saving purposes.

Development of our cocoa enhancer involved the complex tasks of identifying the key flavour components within cocoa, and then blending them together at exactly the right ratios to provide the optimum flavour tonality.

The result is an enhancer with a dark cocoa flavour, a balance of caramel and roasted notes, and a bitter finish. What's more, with both natural and natural-identical variants available, there is almost no limit to the applications for this superb product.

