

Press Release

Natural Flavour Innovations

Linking health, taste and authenticity: Frutarom offers a whole wealth of new flavours for various applications

Wellingborough (UK)/Wädenswil (Switzerland), March 2010 – Global flavour and fine ingredients supplier Frutarom continuously strives to meet current customer and market needs with the development of new flavour innovations: The company has recently developed an authentic strawberry flavour which is in line with the growing demand for natural and more authentic profiles. Reduced sugar and fat content are also high on the consumer's wish list. Therefore Frutarom has just created a dairy booster as well as butter and fat improver flavourings for use in dairy products. Furthermore, in response to rising raw material prices, Frutarom has developed a natural honey replacer, vanillin replacers and a cocoa enhancer.

Good taste starts with good raw material

In a departure from the typical sweet, confectionery-style strawberry profile, Frutarom has created a more authentic and natural strawberry flavouring. The company has chosen the Cambridge Favourite variety for its specific organoleptic profile. The crop was then cultivated, picked, crushed and extracted within four hours. The fruit is analysed at the point of optimum ripeness to ensure a fresh and authentic strawberry profile. Initially developed for use in beverages, the new flavour is now available for a wider variety of applications, such as bakery, confectionery and dairy. It is available in different percentages from the named fruit (51 per cent, 90 per cent and 95 per cent).

With its 95:5 flavours portfolio, which as well as the new strawberry flavour also includes apple, apricot, blueberry, cocoa, coffee, lemon, peach and vanilla to name just a few, Frutarom is prepared for the new requirements for the labelling of natural flavours according to the new flavours regulation EC 1334/2008 applying from 20th January 2011. Moreover, the company naturally takes the impending change in legislation into account for its entire flavour portfolio.

New dairy solutions improve taste profiles

In addition to the trend towards natural and more authentic flavours, there is a high demand for flavours which enable fat or sugar reduction in products while at the same time balancing the potential sensory disadvantages for the consumer. Frutarom has created natural flavours for use in dairy products which are in line with this trend: Its new dairy booster, for example, allows for a fat reduction of 20-25 per cent in the full range of dairy products and returns the complexity of cream to the sensory profile. The authentic butter flavour is useful for rounding



purposes, whereas the fat improver advances and enhances the mouthfeel of low fat products (e.g. yoghurts or mayonnaise) while being relatively neutral in its sensory profile.

Also, Frutarom's broad range of masking flavours enables it to mask any undesirable tastes associated with herbal extracts in order to produce healthy yet tasty products.

Saving costs

In response to a worldwide shortage and rising costs of honey, Frutarom has developed a honey replacer flavouring. Frutarom works closely with the customer to match the required honey flavour profile so that honey can either be reduced or replaced with the honey flavouring and invert sugar. The flavour is available in natural and nature-identical versions and has been tried in bakery applications including cakes, cereal bars and muffins.

The rising price of cocoa means that including it in a product can prove expensive. With Frutarom's cocoa enhancer, the cocoa already present in a product can either be enhanced to create a more luxurious taste by increasing its depth and complexity, or can be reduced for cost-saving purposes. The enhancer is available in both natural and nature-identical variants and is suitable for use in a wide range of applications, including bakery and dairy products.

Furthermore, Frutarom has created two natural vanillin replacers which can be used in place of synthetic vanillin. Both offer an authentic flavour profile at almost the same price as synthetic versions. They enable manufacturers to make the claim "natural flavour" while avoiding the higher costs of natural vanillin. They are applicable for all products where vanillin needs to be substituted, e.g. bakery, chocolate items, dairy products and fat fillings.



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 flavours and natural fine ingredients for customers in the food, beverage, flavour, 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 1,500 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia. Frutarom operates through two divisions:

Flavors Division, which develops, produces and markets flavour compounds and food systems.

Fine Ingredients Division, which develops, produces and markets natural flavour 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

