

THE SEASONAL UPDATE FROM FRUTAROM

SPRING 2010 EDITION

taste

FRUTAROM'S NEW TEA SET

Discover our inspiring portfolio of innovative flavours for use in tea

THE BEE'S KNEES

Frutarom UK's new natural honey replacer flavouring can be made to match the flavour profile of the honey you use

RAPID REACTIONS

Develop new products and get them to market faster with help from our new rapid prototyping service



 **FRUTAROM**
FOUNDED 1933

WELCOME TO THE SPRING EDITION OF TASTE!

We've finally said goodbye to winter and given spring a warm and sunny welcome. And with the freshness of spring comes fresh new innovations from Frutarom, such as an extensive **range of tea flavours in different formats**, a **honey replacer flavouring** and our **rapid prototyping programme**. So sit back, enjoy this bright new edition of **Taste** and feel free to give us your feedback – our contact details are on the back page.

In response to a worldwide shortage and rising costs of honey, **Frutarom** have developed a **natural honey replacer flavouring** which is used with invert sugar as a one-for-one replacement for honey.

A replacement for honey that's right on the money

The baking industry is the biggest consumer of honey, and mass-produced honey is a blend made from many different sources.

We have taken a leading standard blended UK honey and matched this with a **honey replacer flavouring** dosed into invert sugar. We can work with you, our customer, to match the flavour profile of your honey, so that you can either reduce or replace it with a honey flavour and invert sugar.

A Nature Identical (NI) version is also available. This flavour has been successfully trialled in numerous bakery applications including **cakes**, **cereal bars** and **muffins**.



Discover our new tea set

Frutarom have developed and implemented the technology to manufacture granules for use in tea.

Due to **innovative encapsulation technology** the granule provides **excellent aroma impact** while **retaining flavour strength throughout its shelf life**. Granules also provide protection from colour spotting on tea bags, which can happen with some liquids.

- Gentle processing to ensure flavour integrity
- Better than fruit pieces due to the level of impact
- No colour spotting on tea bags as can happen with liquids
- Rapid dissolution in hot water
- Organic
- Kosher
- Halal-certified

Our granules portfolio includes **Apple, Bergamot, Blackcurrant, Blueberry, Cranberry, Ginger, Lemon, Lime, Orange, Peppermint, Raspberry, Strawberry, Vanilla, Summer Fruits and Fruits of the Forest**.

Our **flavour granule technology** is the new addition to our strong tea portfolio that already includes **liquid flavours, bergamot and other oils, and natural herb, spice and plant extracts**.



Frutarom are adopting **rapid prototyping**, a process with a proven track record in the IT sector, that's now being used in the food industry. On your marks...

Get set for time savings!

These days, innovation cycles are much shorter than they used to be. **Rapid prototyping** is one tool being used to speed up product development. This relatively new process enables diversification into areas such as seasonal goods, since new products can reach the market faster than ever before.

Rapid prototyping makes it easier to develop products with a specific goal in mind, and to do so quickly and efficiently. Here's an example of how it works. A client wants to launch a functional, yet natural, drink, with the positioning 'mental health and alertness'. They brief us on the market, potential positioning and claims, and we discuss various options. We then compile a list of suitable ingredients – choosing flavours in harmonious combinations – and define a rough direction: will it be a milk-based drink, a soft drink or an instant product?

We then decide on dosage and regulatory aspects. This can be done quickly, as our on-site experts can provide us with precise information exactly when it's needed. We then head to the lab, together with the client, for preparation and testing of the first samples.

Feedback is prompt and frank, and we continue to work in the lab until we've developed the ideal product. Working together – and with communication at the heart of the development procedure – this entire process takes one or two days. In the past, it would have taken weeks, or even months.

We are one of the few companies to open our doors and our labs to clients. **Rapid prototyping** enables us to produce product samples immediately, and to work closely with our clients to develop new and exciting products that, historically, would have taken significantly longer to produce.

This efficient new process can save your business both time and money, while being able to launch new products at a speed unthinkable until recently, gives your business a valuable edge over your competitors. So, what are you waiting for?



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 mention **TasteSpring10**.

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