THE SEASONAL UPDATE FROM FRUTAROM

SUMMER 2010 EDITION

taste

SENSATIONAL SERVICE AS STANDARD

Find out why people do business with us time and time again

GETTING IN TOUCH WITH OUR EMULSIONS

See stable clouds in your beverages thanks to our new emulsion systems

SWEET TEMPTATION

Our flashback flavours create products people can't keep their hands off!

FRUTAROM

FOUNDED 1933

WELCOME TO THE SUMMER EDITION OF TASTE!

Summer is finally here, and there's plenty to enjoy this season, thanks to Frutarom's diverse and comprehensive product range. So, sit back and enjoy our recent innovations, our excellent service and our passion for taste and health... and, hopefully, some good weather! Of course, while you can't always rely on the weather, you can always rely on us. If you'd like to get in touch to discuss a project or anything in this edition of **Taste**, you can find our contact details on the back page.

We always like **Taste** to contain an exclusive story or two – and scoops don't come any bigger than this: thanks to **Frutarom**, ice cream can now be tastier **and** healthier...

What a scoop!

As well as the trend towards natural and more authentic flavours, there's a high demand for flavours that enable fat or sugar reduction in products, while ensuring the end product tastes and feels great.

We've created a range of natural flavours for use in dairy products that meet this demand. For example, our new dairy booster enables a 20–25 per cent reduction in the fat content of 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, bringing a fresh butter profile to the end product, while the fat improver advances and enhances the mouthfeel of low-fat products such as yoghurts or mayonnaise, while having a relatively neutral sensory profile.

Frutarom has been working intensively on a range of new **emulsion systems** to provide stable clouds in beverage applications.

Getting in touch with our emulsions

We've used the very finest materials and a new manufacturing methodology to create highly stable emulsion systems for almost every beverage application.

Adocloud CL100: This emulsion system has been developed to provide the ultimate in clean label products. There are no artificial components and the emulsion system is stabilised using orange peel extract. CL100 enables us to combine flavour, juice and colour for an 'all-in-one' compound. CL100 and associated compounds have been designed with the need to reduce beverages additives in mind.

Adocloud EG-HC: For more price-sensitive applications, we've developed a high-cloud emulsion whereby the addition rate is reduced by up to 25% (standard dosage 0.1% RTD). EG-HC combines low dosage, high opacity and excellent stability, and is suitable for applications where clean label is less of an issue but where price is key.

Over the coming weeks we'll be extending the range to form a complete library designed for different geographical areas. Look out for more details in future issues of **Taste**.

FLAVOUR FLASHBACK

Old is new again! With the current trend for all things retro, we've developed a whole new range of retro-style flavourings for confectionery and bakery applications.

The range includes sherbet lemons, bubble gum, chocolate limes, cherry drops and aniseed ball-style flavourings for tasty cupcakes with a retro flavour. Together with comforting classic dessert flavours such as rhubarb and custard, Frutarom has all you need to bask in nostalgia this summer!

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Tired of 10-week lead times?

If so, discover Frutarom and a fast, friendly and flexible service that's focused on your needs

Since Frutarom was established in 1933, we've worked hard to develop a comprehensive and innovative portfolio of natural flavours, extracts and ingredients that's hard to match.

But these days, people look to us for more than our extensive product range – which is why we put excellent service at the top of the menu.

For example, we understand how important time is to our customers, and therefore ensure we're always swift to respond to requests for samples.

What's more, we also handle orders quickly and efficiently, and provide easy-to-use technical and legislation support.

By understanding and fulfilling the needs of our customers in this way, we build, maintain and enjoy strong relationships with our customers.

So, say farewell to your frustrations and get in touch with Frutarom today. We'll bend over backwards to help.

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 **taste@frutarom.com** and mention **TasteSummer10**.

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