



**Passion  
for Taste  
and Health**

COMPANY PROFILE





# Welcome to our world of Taste and Health

**We are Frutarom. We are one of the global industry leaders for flavor and fine ingredients.**

**Our goals for tomorrow are set to reach even higher.**

We strive to become your preferred partner for tasty and healthy success. We are committed to excellent quality and innovation from our taste solutions for the food and beverage industry, with a wide range of offerings for the dairy, bakery, confectionery, savory, baby food, alcoholic beverage, non-alcoholic beverage, food service and pet food markets. Our health solutions serve the functional food, health, wellness and beauty markets.

Work together and alongside us. We strive for long-term relationships with you to address the needs of your business, both locally and globally.





# Frutarom's History

Frutarom was established in 1933, combining the cultivation of aromatic plants and flowers with the extraction and distillation of flavors, fine ingredients and essential oils.

Frutarom has always aimed at increasing the company's presence worldwide by growing organically and through purposefully chosen acquisitions, and in 2006 became one of the 10 largest global flavor & fragrance houses.

As part of the company's commitment to innovation, Frutarom inaugurated its European Innovation Centre in 2007 in Switzerland.



## Frutarom's Facts & Figures to date

- More than 14,000 customers in 140 countries
- 33 R&D labs and 51 sales & marketing offices worldwide
- 30 production sites worldwide (Israel, Europe, America, Africa and Asia)
- Strong network of representation offices including in emerging markets: Asia, Central and Eastern Europe, South and Central America and Africa
- Over 2,500 employees world-wide
- Our ingredients and additives are used in over 30,000 products
- Production using over 4,000 raw materials



Frutarom's VeriTaste facility

# Frutarom's Solutions

Consumers want added value products that enhance their lifestyle and quality of life. Sourcing and processing ingredients from a treasure chest of unique natural raw materials, allows Frutarom unlimited design solutions in creating natural, added value products including taste and fine ingredient solutions.

## Our Taste solutions:

With our global supply chain and operating flexibility we offer a broad expertise in local and global tastes.

### Flavors

- Unique, high quality sweet and savory flavors for food and beverage products.

### Savory Solutions

- Value-added functional savory solutions for the food industry (snacks, meat, fish, organic, and culinary segments).

### Food Systems

- Comprehensive sweet and savory food systems.
- Holistic solutions with fruit, spice, vegetable, meat and fish for fresh dairy, ice cream, bakery, convenience food and beverages.
- Unique VeriTaste® technology, which enables Frutarom to offer premium food systems with high fruit piece integrity and authentic taste. VeriTaste® offers solutions for fruit, vegetable and herb preparations.

## Our Fine ingredients

### Health

Frutarom Health supplies top quality innovative, science-based health ingredients for the phytopharmaceutical, dietary supplement, Over the Counter (OTC), functional food and cosmetic markets, addressing the growing demand for health, wellness and beauty products.

### Flavor and Fragrance Specialties

Frutarom's F&F Ingredients Business Unit is dedicated to providing high quality and innovative ingredients to the Flavour & Fragrance and Food & Beverage Markets.

Market leading products are manufactured and globally supplied with a key focus on Natural Ingredients for Flavour and Taste.

Our established Global supply chain network with efficient and effective logistics provides our Global and Local customers with the service and support required to build, develop and sustain long standing customer relationships.

- Natural Botanical Flavour Extracts
- Citrus Specialties
- Essential Oils
- Resins and Resinoids
- Aroma Chemicals
- Hydrocolloids

# Frutarom's Core Values

## Global network for local support

Frutarom is your ideal partner to work with on your way to success. With production sites, R&D and Sales offices around the world, we understand local taste anywhere your business is.

Our global network is the answer to your needs. We can provide you with information regarding both local and global requirements, regulations and laws, and can help you tailor global trends to your local market and its tastes.

The synergy between our company and you can cross any border. We offer all the capabilities you need to help you win locally and grow fast globally.

## Innovation

*"Innovation isn't what innovators do - it is what customers and clients adopt."*

Michael Schrage, MIT

An inspiring and creative environment stimulates innovative thinking, knowledge-based development and represents Frutarom's motto "Passion for Taste & Health" in a distinctive way. Frutarom has implemented a systematic approach towards innovation, based on the principles of professional project management, rapid prototyping and joint innovation. Our Innovation Teams across Europe make this philosophy visible and tangible by bringing together sources of know-how and inspiration for new product developments, spanning everything from creative brainstorming, designing new flavors, tailored and customer oriented all-in one solutions, to concept evaluation and communication.

Discover, let your senses and thoughts flow freely and nourish your curiosity.

Inspire us and let us inspire you.







Frutarom's Innovation Center, Switzerland

## Cooperation

Our day to day work with you is based on partnership. Knowledge and understanding the trends are key to success in our business. That's why we are always up to date with new technologies, regulations and market trends. This demands a broad approach and close cooperation with research institutes, universities and independent professionals. New insights mixed with experiences are essential when creating new concepts, applications and products. And in close collaboration with our customers we convert ideas into marketable products.

## Know how

Our people are our capital. Frutarom's success is the result of the knowledge and drive of our people. Our successful innovation and creativity is possible with our Flavorists, Chemists, Technicians, Application experts, Food Engineers and Specialists from all segments of the food industry working together across borders and disciplines. Supported by a network of experts within Marketing, quality control, regulatory and supply chain, Frutarom can address the full needs of its customers.

Open minded, curious, multi-cultural, respectful, knowledgeable, willing to learn, to share and to collaborate - this is the attitude of our people that can make great things happen.











# Frutarom's Quality Standards

At Frutarom, we consider quality and product safety to be essential and we commit to outstanding levels. To fulfill our commitment we have developed policies, procedures and programs that define our quality objectives, in compliance with international food standards and pharma requirements. Our quality and product safety systems are designed primarily to protect food safety and control the quality of the products we deliver to our customers.

Our ISO 9001, IQ-Net, Bio FSSC 22'000, GMP and a series of local, site-specific certificates like Organic, Kosher and Halal, underline our dedication to quality.

# Product Portfolio

## Alcoholic and Non-Alcoholic Beverages

**FABs, beer mixes, wine coolers, liqueurs, spirits**

**Juice based drinks, carbonated soft drinks, sports- and energy drinks, RTD Teas and coffees, flavored waters, hot beverages**

Sweet and savory, liquid, spray-dry, granulated flavors

Powder fruit flavors

Natural 95/5, Natural, NI, and Fairtrade

Flavoring emulsions

Fruit bases

Customized final mixes for instant drinks

Compounds and tea related compounds

Cloudifiers

Bonificateurs

Plant extracts

## Chocolate and Sugar Confectionery

**Hard and Soft boiled candies, mints, jellies, gummies, liquorice, chewing gums, chocolates**

Sweet and savory, liquid, spray-dry, granulated flavors

Powder fruit flavors

Natural 95/5, Natural, NI, and Fairtrade

Bake stable flavors and food systems

Sweet and savory preparations, fillings and toppings

Compounds

Plant extracts

Natural substitutes for food additives

## Bakery

**Cakes, patisserie, sweet biscuits and cookies, savory biscuits & cookies, cereal and fruit bars, breads, wafers-fat fillings**

Sweet and savory, liquid, spray-dry, granulated flavors

Powder fruit flavors

Natural 95/5, Natural, NI, and Fairtrade

Bake stable flavors and food systems

Sweet and savory preparations, fillings and toppings

Seasonings and pastes

Plant extracts

Natural substitutes for food additives

Plant extracts - Origanox®

## Dairy

**Ice creams, yogurts, chilled & frozen dairy desserts, processed, fresh and cream cheeses, dessert toppings and sauces, dairy drinks**

Sweet and savory, liquid, spray-dry, granulated flavors

Powder fruit flavors

Natural 95/5, Natural, NI, and Fairtrade

UHT treatment stable flavors

Compounds

Sweet and savory preparations, fillings and toppings

Ripple sauces

Semi-Confit (fruit pieces)

Dairy enhancers

## Savory

**Meats, meat products, fish, soups, sauces, dressings, mayonnaises, convenience components and snacks**

Top notes for snacks

Ready to eat sauces

Smoke flavorings

Spice blends

Herbs and Spices

Seasonings

Extracts

Decorative spices

Marinades - dry, oil based, water based emulsified

Functional compounds

Functional blends for meat products

Compounds for sauces, soups, dressings and mayonnaise

Shelf life improvers

Curing agents

Ripening agents

Plant extracts - Origanox®

Starter Cultures - Bitec®

## Pet food and Animal Feed

**Animal feeds, fish food, dog and cat food**

Sweet and savory, liquid, spray-dry, granulated and powder fruit flavors

Natural 95/5, Natural, NI, and Fairtrade

Vegetable preparations

Extruders

Plant extracts - Origanox®

## Health Ingredients

Functional and healthy ingredients for: energy, heart health. (amongst others)

Vitamins and minerals

Health ingredients for dietary supplements

GMP active phyto-pharmaceutical ingredients

Pharma extracts

Pharma applications

Plant and algae derived ingredients for skin care solutions

Liquids and emulsions for health applications

Medical food

## Flavor and Fragrance Ingredients

Natural Botanical Flavour Extracts

Citrus Specialties

Essential Oils

Resins and Resinoids

Aroma Chemicals

Hydrocolloids

# Passion for Taste and Health



Where you can find us or our partners:



[www.frutarom.com](http://www.frutarom.com)  
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