

New Press Release

Frutarom reinforces its commitment in the field of convenience foods by launching new "Meat & Fish" premium food systems for spreadable cheese

Frutarom expands upon its offering of premium Meat & Fish preparations by introducing food systems for spreadable cheese and strengthening its offering to meet the growing needs of the convenience foods market.

Exceptional taste and pure enjoyment are the primary goals that Frutarom's new, premium food systems have been designed to fulfill. Refined with the finest quality meat or fish and perfected with the best natural raw materials, such as vegetables, herbs, or spices, the new preparations provide spreadable cheese manufacturers with tailor-made, integrated solutions that suit their needs. Harmoniously rounded off with creative flavor combinations, "Meat & Fish spreadable cheese" preparations are a pleasure for the palate.

The consumption of food outside of the home has increased tremendously and correspondingly, so has the demand for convenience products. Forecasts speak of an annual growth rate of 4-6% on the international market for savory foods. By continuously investing in the development of new and innovative products, Frutarom wishes to meet current taste preferences precisely and fulfill specific consumers' wishes.

Frutarom is a manufacturer who can draw upon decades of experience in the development and production of food systems. The new product range caters to every possible taste preference. Manufacturers of spreadable cheeses and convenience foods, such as sandwiches, etc., can choose from among a large variety of different product ideas containing tuna fish, chicken, turkey, ham, or bacon, all of which can be combined attractively with crunchy vegetables. Strict quality checks guarantee the permanently high quality of these semi-finished products. The use of Meat & Fish preparations can translate into time and cost savings, a clear simplification of production procedures in logistics, and better quality assurance and hygiene because the food systems are pre integrated and already contain all the necessary ingredients.

If you have any further queries, please contact:

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Background information on the company

Frutarom is a global company active in global flavor and fine ingredients markets. Frutarom has significant production and development centers on three continents and markets its products on five continents to over 3,500 customers in more than 100 countries. Frutarom's products are intended for the food and beverage, flavor and fragrance, pharmaceutical, nutraceutical, functional food, food additive and cosmetic industries.

Frutarom operates through two Divisions:

- The Flavors Division, which develops, produces and markets flavor compounds and food systems.
- The Fine Ingredients Division, which develops, produces, markets and sells natural flavor extracts, natural functional food ingredients, natural pharma/nutraceutical extracts, specialty essential oils and citrus products and aroma chemicals.

Frutarom's products are produced at its plants in the United States, England, Switzerland, Germany, Israel, Denmark, China, and Turkey. The Company's global marketing organization includes branches in Israel, the United States, England, Switzerland, Germany, Denmark, Norway, France, Italy, Spain, Hungary, Romania, Russia, Ukraine, Kazakhstan, Belarus, Turkey, Brazil, Mexico, China, Japan, Hong Kong, India and Indonesia. The Company also works through local agents and distributors worldwide. Frutarom employs about 1,100 people worldwide.

Frutarom's Vision is ***To Be the Preferred Partner for Tasty and Healthy Success!***

For further information, visit our website: www.frutarom.com