

News Release

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Frutarom Health Targets Latin America

Frutarom Health BU, Switzerland, announces its entry into the Latin American market with a comprehensive portfolio serving the functional food, dietary supplement, pharmaceutical and cosmetics markets.

With Latin America's average population growth of 6%, and a remarkable market size in dietary supplements, pharmaceuticals, cosmetics and functional foods, it has become an important market for Frutarom Health. Frutarom Health BU has appointed José Blásquez Fernández as sales manager for Spain and Latin America. Blasquez previously worked for Cognis from 1988 through 2011, rising through several sales, business manager and business-development senior positions. He achieved impressive sales-growth and market-share successes, in both Spain and Latin America.

"We are excited to welcome Blasquez to Frutarom," says Raul Cortada, Global Vice president of Sales and Marketing for Frutarom's Health Business Unit. "He will develop this market according to Frutarom's new strategic plan for the region, with focus on dietary supplements and functional foods."

"Based on my vast experience in Latin America, we will be in an excellent position to offer specific botanic extracts and active ingredients to functional food manufactures, while bringing equal opportunity to the supplement and cosmetic industries," notes Blasquez. "We can be a key provider of premium quality ingredients with formulations supported by science."

"Blasquez's primary role will be to introduce the region to Frutarom and its portfolio of high-quality health ingredients, and to offer expertise in combining taste and health in final functional food products, noted Cortada. "Our main challenge would be to help food manufacturers with fortification of dairy, breads, beverages and margarine via our extensive health active ingredients including our botanic extracts line."

Frutarom is a top flavor and fine ingredients house ranked among the ten leading companies in the global market. Fulfilling its commitment to become the preferred partner for tasty and healthy success, Frutarom provides advanced solutions for the food & beverage, nutraceutical, pharmaceutical and cosmetic industries.

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