



## HELLO SUMMERTIME

- ✿ Pure & Natural
- ✿ Rock the Classics
- ✿ Experience

***Reinach, March 2010 - This year's Ice Cream Collection of Frutarom is fully focusing on natural flavorings or on no adding of flavors at all. A bunch of delicious ideas has been developed to delight the taste buds with real indulgence.***

“**Pure & Natural**” offers premium sorbets developed with a technology so gentle that nature's taste remains in its full spectrum. Without any flavors or colors – purely VeriTaste. Additional highlight of the first chapter, a refreshing sour cream ice meets a delicious ripple made out of pumpkinseed oil from the Steiermark in Austria.

“**Rock the Classics**” combines well-known evergreens with rocking new taste tonalities. So it is when a hazelnut ice cream, made of original and crunchy hazelnuts from the Piemonte in Italy, harmoniously melts with a smooth and gentle apricot ripple. If it shall be even more indulgent, how about a refreshing peppermint ice cream with a seductive chocolate ripple made out of Maracaibo cacao beans from Venezuela?

A more luxurious way is nicely demonstrated with the product line “**Experience**”. Two wonderful combinations with alcohol represent the sparkle of life. A fine Prosecco sorbet is wrapped with an eye-catching Aperol ripple. Aperol®, a famous aperitif, has a bright orange color and a unique bitter-sweet taste. Excitement is a given when savoring the wonderful combination of a Panna Cotta ice cream with a Marsala wine ripple!

Do you plan your next ice cream innovations? If it's about indulgent and tasty solutions we are your partner! Click [here](mailto:jwernli@ch.frutarom.com) ([jwernli@ch.frutarom.com](mailto:jwernli@ch.frutarom.com)) to get in touch with your contact person at Frutarom.

