- **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 Piemont 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 enwrapped with an eye-catching Aperol ripple. Aperol®, a famous aperitif, has a 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 (jwernli@ch.frutarom.com) to get in touch with your contact person at Frutarom.