

Frutarom acquires AB-Fortis®

Frutarom Industries Ltd. has announced the acquisition of the AB-Fortis® activities, including a patent-protected micro-encapsulation technology that enables delivery of iron with increased biological absorption.

AB-Fortis is an advanced encapsulated iron system for delivering the recommended daily amount of iron in a single dose. It helps consumers avoid the common negative aspects and side effects of iron supplements, including metallic aftertaste, dental darkening, gastrointestinal upset, and nausea.

AB-Fortis iron can be incorporated into fat-rich matrices, such as milk or yogurt, without causing oxidation. It is heat and pH-stable. It will not accelerate oxidation of other components of a formulation, such as folate or omega-3 fatty acids. This makes it ideal for functional foods, infant nutrition and food supplements.

Iron deficiency constitutes a global health problem in developed and developing countries alike, and is particularly prevalent in children under the age of six, for whom iron deficiency is associated with impaired psychomotor and cognitive development, as well as in pregnant women suffering from excess fatigue due to iron deficiency. Among these groups, the percentage of population suffering from iron deficiency reaches 20 percent in developed countries and up to 60 percent in some developing countries.

Frutarom acquired the technology and expanded its activity in the market after four years of experience



developing applications in a wide range of food and beverage products.

Wouter Haazen, Product Manager for Frutarom Health commented, “Iron’s high reactivity commonly leads to negative side effects when relevant dosages are ingested. AB-Fortis is produced using a patented process, which provides highly stable encapsulation ensuring no release of free iron in the food matrix. In addition, it has a high concentration of iron (40%). Coating the iron using AB-Fortis’ unique micro-encapsulation technology stabilises and protects it, rendering the iron flavourless and allowing for adequate dosages, all without the negative side effects, while maintaining a high bioavailability.”

Dr Raimund C. Hoenes, General Manager of Frutarom Health remarked, “AB-Fortis expands our diverse product portfolio in the growing field of specialty healthy ingredients. Delivering iron supplementation in a safe, highly bioavailable, and palatable form is an important objective for many of our food and supplement customers. We work closely with them to bring innovative solutions that combine our core competencies.”