

Flavor & Fragrance Treatt-ment



*Treatt USA Inc., located in Lakeland, FL, exports ingredients to more than a dozen markets and, in addition to the major flavor and fragrance companies, sells to more than 300 companies in the United States.**



Steve Shelton (Treatt), Matt Gronlund (Perfumer & Flavorist), John Boddington (Treatt).

Little did Richard Court Treatt know in 1886 that his fledgling London-based essential oil company would become a global leader in sourcing, blending and distilling essential oils and other aromatic chemicals.

In the more than 100 years since its founding, the independent ingredients supplier has had only six managing directors. Perhaps it is this strong thread of continuity and stability that has allowed Treatt to grow into the company it is today.

Treatt plc employs more than 170 people and exports over 3,000 ingredients to more than 90 countries. In 2002, the Group reported turnover of \$50 million (ca. £30.7 million), an 11 percent increase from \$45 million (ca. £27.6 million) in 2001.

Hugo Bovill, a Treatt employee since 1976, now leads the company. Bovill became marketing director of the company in 1982 and managing director in 1987.

Three short years later, Treatt formed its North America subsidiary, Florida Treatt, in Haines City, FL. The subsidiary — recently renamed Treatt USA Inc. and now located in Lakeland — exports ingredients to more than a dozen markets and, in addition to the major flavor and fragrance

companies, sells to more than 300 companies in the United States. The business has 33 employees and conducts approximately 80 percent of its business on the flavor side with the remainder in fragrance.

Today, Treatt USA is the only independent citrus oil processor remaining in Florida. Flavor companies have acquired the others, including Florida Flavors and SunPure.

Treatt USA's ingredients can be found in many products including soft drinks, juice drinks, shampoos, soaps, air fresheners, confectionery and cosmetics, among others.

"As a company, we offer a very wide product range. We're not doing anything technically that others couldn't do, but we commercialize ingredients that others might not because we don't mind if it's small or large," Bovill says. "We like to think our customers can benefit from that."

Treatt prides itself on its ability to source rare and exotic essential oils, natural specialties and other products from around the world. In fact, one of Treatt's strengths is its extensive, \$16-million inventory of flavor and fragrance raw materials that enables its customers to buy large and small quantities on short notice.

The company's product range is made up of citrus oils, natural isolates, spice and flavor oils and the company's Treattarome[®] distillates manufactured from the named food.

*All photos courtesy of Treatt PLC.

[®]Treattarome is a registered trademark of Treatt PLC.



Treatt USA Inc. has 33 employees and conducts approximately 80 percent of its business on the flavor side with the remainder in fragrance.

The Treattarome ingredients are produced using a short-duration, low temperature distillation process that maximizes flavor entrapment and results in a fresh food-like character. The 20-product ingredient line currently includes roasted pepper, guava, cantaloupe melon, sugar and more.

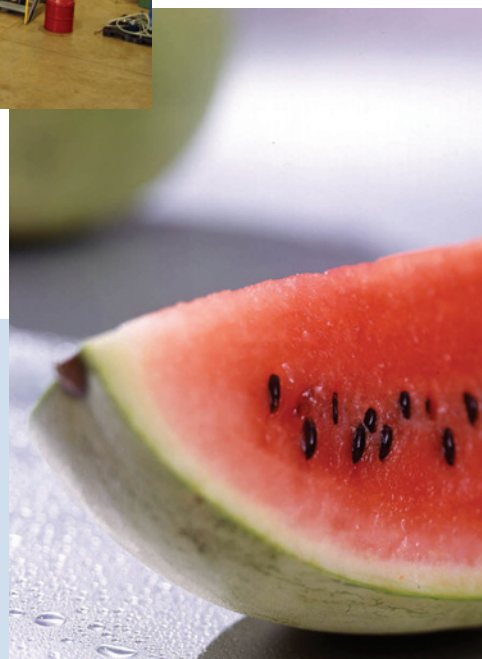
“The key to our Treattarome range is that we’re able to give medium-sized flavor and some fragrance companies something very special, something they would ordinarily have to source from numerous parts of the world,” Bovill says. “These additions to the Treatt portfolio enable companies to utilize ingredients they could not generally find. For example, there isn’t a guava essential oil or a melon essential oil, so these are ideal alternatives.”

In Lakeland alone, the company offers over 300 different ingredients.

“The product range in Lakeland is gradually expanding,” Bovill says. “When we entered into the American market we made a point of concentrating on our strengths rather than trying to sell everything to everybody. We only wanted to focus on the areas we felt we were good at.”

As Treatt USA has grown over the past 12 years, so has its facility needs. Florida zoning laws, however, made expanding the company’s existing site difficult. As a result, Treatt USA moved to a \$6.3 million facility in Lakeland, FL, in September of last year.

By developing a new site, Treatt not only increased production capabilities but



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also avoided any chance of down time that might have occurred had it developed the existing facility.

The 65,000-ft² facility features four stills, laboratories and 6,700 ft² of cold storage. A pilot plant is planned for later this year. Moreover, the 10-acre site includes five currently unused acres of land adjacent to the site for use of future expansion.

In conjunction with the move, Florida Treatt was renamed Treatt USA Inc. to better reflect the US subsidiary’s activities in the North American market.

“Today people are looking for a one-stop shop and we are a one-stop global flavor and fragrance ingredient company,” Bovill says. “The name Florida Treatt gave the connotation of being only in citrus whereas we are much more than a citrus company. Treatt USA also reflects the market we are primarily targeting — the U.S. domestic market.”



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Meanwhile, Treatt's efforts are paying off. In the United States, Treatt USA had a strong showing in 2002, winning new business across its product range and growing 27 percent in sales. Treattarome sales doubled last year and have helped reduce the company's exposure in the United States to the volatility of the citrus market.

In the UK, 2002 sales at RC Treatt were up by 7 percent with volumes up 6 percent as significantly increased orange oil prices led to one-off sales and stock profits. Meanwhile, aroma chemical sales increased by 6 percent.

Treatt plc has come a long way since 1886, and Richard Court Treatt would be pleased with his business today. As is Hugo Bovill.

"Treatt USA has developed rapidly over recent years, there are excellent opportunities for us within the American market. The cornerstone of our development has been customer satisfaction with Treatt service levels. We will ensure that these high standards of service are maintained as our customers are the key to our future development." ■