We claim:

1. A flavour composition comprising matter from at least two botanical varieties, wherein a first variety contains a relative paucity of at least one flavour characteristic compound; and wherein at least one other variety is selected, bred or engineered such that matter obtained from it contains a relative abundance of said at least one flavour characteristic compound, such that when the matter obtained from the botanical varieties is combined, it contains a complement of the flavour characteristic compounds that together are determinative of the desired flavour impression of the flavour composition that is comparable with flavour compositions obtained by conventional methods, wherein the botanical varieties are strawberry varieties.

2. A flavour composition according to claim 1, wherein the matter is processed to remove water.

3. A flavour composition according to claim 2, wherein the matter is a fruit concentrate.

4. A flavour composition according to claim 3 wherein the strawberry concentrate has a pH in the range of 3 to 4.3.

5. A flavour composition according to any of the preceding claims comprising flavour characteristic compounds selected from the group consisting of methyl butyrate, ethyl butyrate, methyl 2-methylbutyrate, ethyl 2-methylbutyrate, methyl 3-methylbutyrate, ethyl 3-methylbutyrate,hexyl acetate, cis-3-hexenol, cis-3-hexenal, hexanol, hexanal, furalon, mesifurane, methyltetrahydrofuranone, maltol, Gamma-decalactone, linalool, methyl anthranilate, ethyl anthranilate, methyl N-methyl anthranilate, methyl N-ethyl anthranilate, methyl epi-jasmonate, methyl dihydrojasmonate, and 2-methylbutyric acid, precursors of any of the foregoing compounds, and mixtures thereof.

6. A method of preparing a flavour composition as defined in any of the preceding claims, the method comprising the steps of:

    i) providing matter obtained from at least one variety, which contains a relative paucity of at least one flavour characteristic compound;

ii) selecting matter obtained from at least one other variety, of the same species, which contains a relative abundance of said at least one flavour characteristic compound referred to in i);

iii) mixing the matter from i) and ii) such that the complement of flavour characteristic compounds is determinative of the flavour of the flavour composition,

wherein the varieties are strawberry varieties.

7. A method according to claim 6, wherein the matter is strawberry concentrate.

8. A food or beverage product comprising a flavour composition as defined in any of the claims 1 through 5.

9. A packaged flavoured food or beverage product according to claim 8, wherein the packaging of said packaged product contains an ingredients declaration free of any reference to the term flavour, flavouring or any equivalent language thereto.

10. A dairy food or beverage product according to claim 9.

11. A fruit yoghurt product according to claim 9 or 10, wherein the ingredients declaration refers to yoghurt, fruit and optionally sugar.