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 ~~profile~~ 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 botanical varieties are fruit varieties.~~

~~3. A flavour composition according to claim 1 or claim 2 wherein the botanical varieties are strawberry varieties.~~

~~4~~2. A flavour composition according to ~~any of the preceding claims~~claim 1, wherein the matter is processed to remove water.

~~5~~3. A flavour composition according to claim ~~4~~2, wherein the matter is a fruit concentrate.

~~6. A flavour composition according to claim 5, wherein the fruit concentrate is a strawberry concentrate.~~

~~7~~4. A flavour composition according to claim ~~6~~ 3 wherein the strawberry concentrate has a pH in the range of 3 to 4.3.

~~8~~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.

~~9~~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~~.~~,

~~10. A method according to claim 9,~~ wherein the varieties are strawberry varieties.

~~11~~7. A method according to claim ~~10~~6, wherein the matter is strawberry concentrate.

~~12~~8. A food or beverage product comprising a flavour composition as defined in any of the claims 1 through ~~8~~5.

~~13~~9. A packaged flavoured food or beverage product according to claim ~~12~~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.

~~14~~10. A dairy food or beverage product according to claim ~~13~~9.

~~15~~11. A fruit yoghurt product according to claim ~~13~~ 9 or ~~14~~10, wherein the ingredients declaration refers to yoghurt, fruit and optionally sugar.