

Givaudan[®]

ENGAGING
THE
SENSES



ARTISTRY FLAVOURS – CHEFSCOUNCIL™

Great ideas can come from anywhere, which is why we bring together the finest culinary experts from all over the world to exchange ideas with our own international chefs at our ChefsCouncil™.



Our latest ChefsCouncil™ took place in Barcelona, with forward-thinking chefs from Brazil, Peru, Southeast Asia, Catalonia and the US. With such a variety of world cuisines represented, there is always a dynamic exchange of flavour knowledge, culinary trends, original ideas, innovative cooking techniques and artistry.

By engaging with these world-renowned chefs, we are able to learn from their artistry and translate these fine-dining trends into fresh, innovative ideas for retail and food service products. The Barcelona event was complemented by ChefsCouncil™ Vanilla conferences held in Sydney and Melbourne, Australia. These two events brought our own flavourists – with their extensive expertise in vanilla – together with some of the world's leading chefs. This meeting of minds translated new artistic insights into new recipes and flavour combinations for customers to transform their brands.



Since the first ChefsCouncil™ meeting in 2006 in Napa Valley, California, the artistic collaboration between culinary experts continues to inspire new menu and concept themes, as well as the innovative flavours that today's consumers demand. The ChefsCouncil™ is a perfect example of how we at Givaudan combine the artistry of food preparation with the science of flavour technology – the foundation of our creative process – to generate relevant, marketable products for your brands.