



## KNOWLEDGE FLAVOURS – SHARING AND BUILDING KNOWLEDGE

Success in today's global food and beverage marketplace requires more than a geographic presence; it demands a clear understanding of consumers and an in-depth knowledge of their local cultures, tastes and flavour preferences.



That is why Givaudan is not only worldwide, but also 'world wise'. We have long focused on consumer understanding for the development of flavours and products that truly resonate with consumers. In 2009, we went further and developed a strategic consumer insight programme, targeted at the key emerging markets of China, India, Russia, and Brazil.

Our 'China and India Youth Initiative' is providing us with a comprehensive view of what motivates the food and beverage choices among the young people of these nations. The programme involves our observing, interacting and co-creating with the youths to understand their typical future product preferences. Research to date has uncovered a variety of key trends – from a desire for more aesthetically pleasing and sensual products, to a uniquely Indian 'disruption' of traditional eating experiences. These insights have already played a pivotal role in the success of a number of beverage initiatives.



Meanwhile, in Russia, Givaudan flavourists conducted studies to better understand consumer taste preferences in the premium snacks category. And, in Brazil and throughout Latin America, we conducted a deep market investigation to unveil consumers' preferences and emotions towards Chicken and Orange.

With these two projects, we signalled a 'paradigm shift' in our way of working: flavourists, when actively involved with the field projects, can truly understand consumers' emotional connection to local foods, bringing more certainty to the flavour creation process and addressing customer requirements more effectively... another way for us to set new standards and methods for the benefit of customers and their brands.