

Givaudan[®]

ENGAGING
THE
SENSES

FLAVOUR FACTS



Facts at a glance



FLAVOUR FACTS

Key Products & Services



TasteEssentials™

Our iconic flavour palettes with the latest in technology, artistry and built-in consumer appeal include:

- TasteEssentials™ Citrus
- TasteEssentials™ Vanilla
- TasteEssentials™ Chicken
- TasteEssentials™ Beef
- TasteEssentials™ Dairy
- TasteEssentials™ Dairy & Cheese
- TasteEssentials™ Mint
- TasteEssentials™ Coffee
- TasteEssentials™ Tea

TasteSolutions™

High performance taste solutions designed through collaboration, comprehensive expertise and forward-thinking approaches with the industry's broadest toolbox of ingredients for salt, sweet, umami and masking challenges, all of which have a proven track record of success. 70% of the ingredients already commercialised are natural. It covers the following areas:



- Reduction: Concerns over health issues
 - Fat, salt and sugar reduction countered by fortification, sodium replacement and sweetness enhancement
 - MSG replacement through umami research and development
- Masking: Suppression of undesirable profiles and off-notes
 - Acidity suppression and bitterness masking

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PureDelivery™

PureDelivery™ is Givaudan's tailor-made flavour delivery system designed for our customers' products to yield the perfect, consumer-winning flavour experience, whatever the challenge. A portfolio of industry-leading delivery and encapsulation solutions launched in 2008. It comprises:

- Innovative shell materials and multi-layer coatings to provide controlled release, visual cues and production efficiencies
- Unique powder, granulation and encapsulation technologies to deliver authentic flavours in the most demanding applications
- Improved flavour retention and loading for improved stability and optimal cost in use
- Natural and clean label options.

ByNature™

The industry's broadest range of natural flavours, supported by sound regulatory expertise. Focused on meat, chicken and vegetable applications. The thinking combines consumer, sensory and market understanding to give a fuller picture of consumers' natural preferences. The approach includes:



- Business-focused, proactive regulatory expertise to navigate bureaucratic complexity
- The broadest range of natural flavours in the industry, to answer more natural briefs more successfully
- Best in class global supply chain capabilities proactively identifying new sources of natural ingredients
- Pioneering technologies to bring you more from nature.

FLAVOUR FACTS

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GivaudanCollections™

Unique flavour collections capturing the latest culinary and consumer trends either globally or locally.



Council and Treks

Our ChefsCouncil™, TasteTrek™, CulinaryTrek™ and ConsumerTrek™ programmes are journeys of discovery backed by a deep understanding of essence of authentic ingredients and cooking processes and distinctive signature flavour notes together with knowledge of local taste preferences.

FLAVOUR FACTS

KNOWLEDGE



Gathered through over 200 years in business and over 20 acquisitions. Highly qualified experts available in more geographical locations than all other flavour companies and networked via global teams, projects and technologies. More than 150 dedicated taste research staff in more than 20 countries; filed more than 80 patents in the past two years alone.

FlavourVision™

Givaudan's global trends programme. It runs across all business units and provides a global collaboration process and framework for identifying, translating and applying consumer mega-trends.

DISCOVERY



Pioneering innovation, cross-industry alliances to develop new thinking and flavours; industry-leading investment in research and field trips fuels our on-going discovery of ingredients, technologies and fresh insight to support innovative flavour creation. We map and pioneer sensory space to uncover lucrative market opportunities.

VAS (Virtual Aroma Synthesizer™)

a revolutionary new way to get to the customers' target profile fast. It combines human perception (smell) with precise instrumentation to translate a smell to taste. Your nose tells you which aromas you like: using algorithms that link smell to taste, our flavourists convert your favourite aroma into the target flavour.

ARTISTRY



Transforming the sharpest creative thinking and the best ingredients into taste experiences that consumers love. Givaudan employs 40 per cent of the world's leading flavourists and flavour food scientists. They design insight programmes and work with in-house chefs for inspiration.

CulinaryTrek™

The title of our various endeavours and expeditions to explore the gold standard culinary dishes in restaurants throughout the world to provide knowledge and inspiration for the translation and creation of authentic flavours.

PERFORMANCE



Application-relevant expertise, talent and facilities to ensure optimal taste performance in your product, SmartTools™ support our skill and artistry in swift and efficient translation from concepts to commercial realities, increasing efficiency, applying rigorous testing protocols and providing leadership in regulatory issues.

Robotic Base Compounder

A new tool used to speed up the prototyping process. It provides quick and accurate development or enhancement of bases and takes less than two minutes to blend 10 ingredients.

FLAVOUR FACTS

New Horizons

New Horizons

- Sense It™ - a unique language for describing flavours
- Pioneering approaches are reflected in the 80 patents we have filed in the last two years alone
- Constantly searching for new flavour inspiration and ingredients – in nature, in kitchens, restaurants and stores and in the laboratory
- Over 150 dedicated taste research staff around the globe.

SALES SPLIT 2009



Scientific and creative collaborations

New Horizons

- More than 20 active collaborations with institutes, universities and private companies
- Influential and senior positions on food and flavours regulatory and standard-setting bodies
- Launched in 2002, the ChefsCouncil™ is a dynamic and diverse rotating panel of the best talent in the culinary world. The chef group has been formed by Givaudan to work side-by-side with our own staff of chefs, flavourists, and food scientists to explore and advance new and exciting culinary trends.