



## PROMOTING THE CLASSICS: RELAX... INDULGE... ESCAPE

Givaudan's European Sweet Goods and Dairy team has launched a new promotion called Escape to respond to a current consumer trend of seeking out classic, trusted products.

During the global economic downturn of the past 18 months, the choices which consumers have had to make have covered more than just their finances. They have retreated towards brands they recognise and can trust, and are seeking out classic premium products rather than novel experiences.

There is less willingness to experiment and more emphasis on sticking to known brands and tastes – like a reassuring chocolate experience which will deliver the soothing sensation they expect.

Two versions of the promotion are available: Escape for Ice Cream and Escape for Chocolate - they are both based around the same flavour palette.

### **Escape for Chocolate**

Givaudan has put together a collection of premium chocolate products with natural flavours to inspire customers, offering them a range of indulgent flavour combinations.

Hazelnut, almond and nougat are some of consumers' favourite chocolate fillings, but other flavours can bring a variety of sensory experiences: coffee is a flavour that reminds consumers of a relaxing cup of coffee with friends; vanilla is thought of as being warm and cosy. Chocolate is a perfect gourmet reward, and its effects are immediate. It allows consumers to simply relax... indulge... and Escape.

### **Escape for Ice Cream**

Many consumers have found solace in a tub of ice cream and with this new collection of indulgent flavours, Givaudan wants ice cream consumers to continue to simply relax... indulge... and Escape.

