

Givaudan, your natural partner  
Working together to bring you  
the best solutions from nature



# Our philosophy

Givaudan's heritage in natural ingredients is rooted in a long-standing tradition of exploration, discovery and innovative thinking. We take a holistic, comprehensive and proactive approach to natural solutions, allowing us to maintain a close partnership and engagement with our customers, from inspiration to validation.

# The pillars that ground our philosophy



## Multi-faceted consumer understanding programme

- Grounding our thinking in consumer insights and trends
- Working closely with consumers with a range of techniques to understand perceptions and behaviours
- Linking this knowledge to create natural profiles



## Sourcing for shared value

- Understanding the richness of nature to identify new natural ingredients
- Ensuring the link between the health and sustainability of local communities and that of the raw materials they supply



## Sustainable innovation through natural processes

- Creating natural solutions that are developed with a deep understanding of natural ingredients and how to use them sustainably



## New fields of natural research

- Pioneering new ways to bring more solutions from nature



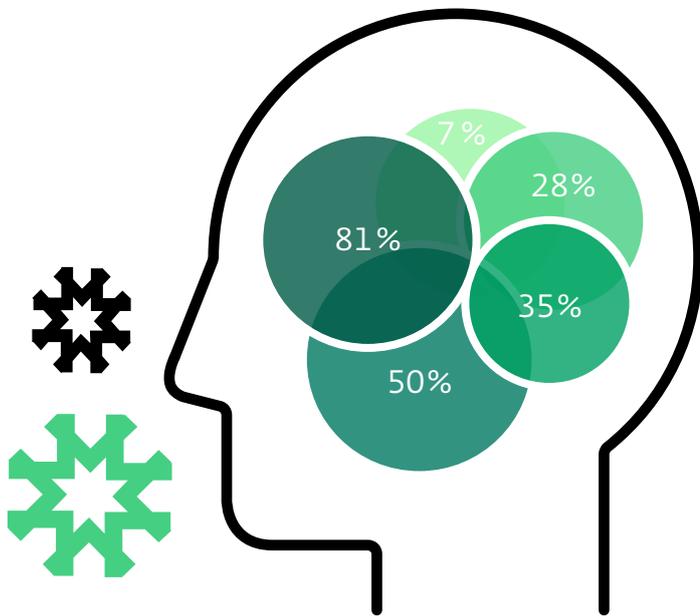
## Regulatory compliance

- Providing a holistic understanding of all regulatory aspects involved
- Supporting our customers navigate changes in regulations



# Multi-faceted consumer understanding programme

Deep understanding of what is behind consumer behaviours and preferences is critical in creating successful flavours, foods and beverages. Our global consumer insights teams interact closely with consumers to unlock valuable insights. At their disposal are tools, techniques and proprietary programmes that provide clear insight into what drives changes in people's attitudes and behaviours. It is all part of our commitment to being a consumer-focused partner for our customers.



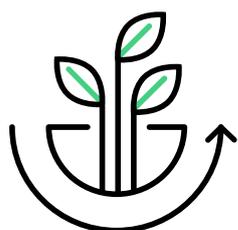
## Givaudan's 'natural wheel'

The five most important dimensions consumers consider about naturals during the purchase process:

1. Composition **(81%)**
2. Formulation **(50%)**
3. Preservation **(35%)**
4. Cultivation **(28%)**
5. Transportation **(7%)**

# Sourcing for shared value

With our sourcing for shared value approach, we've embedded a sustainability purpose in the way we source natural ingredients.



## Responsible sourcing

- Work with our suppliers to trace the source of materials and services
- Partner with our suppliers to improve health and safety practices and achieve strong social, environmental standards and business integrity
- Ensure continuous improvement in our supply chains



## Sourcing at origin

- Through our investments and presence in countries of origin and in partnership with suppliers, our primary objectives are to improve supply security, both in terms of quantity and quality, as well as establish supply chain transparency

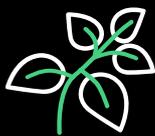


## Communities at source

- We support local communities in the places where we source our raw materials
- We are committed to working together with communities on causes that benefit them and the raw material supply chain



# Sustainable innovation through natural processes



## Ingredients from plants

Certain plants contain ingredients that can be used as natural flavours



## Natural conversions

Precursor ingredients can be converted into desirable flavour ingredients by mimicking the tools that nature has developed for itself



## Fermentation

Micro-organisms convert raw materials into desirable natural flavour ingredients



## Isolation methods

Using new technologies to fractionate extracts from natural sources



## Kitchen processes

Looking at what cooks do at home and in restaurants, and combining learnings with scientific insights

# New fields of naturals research

## Pioneering new ways to bring more solutions from nature



Scientific research to pioneer unique natural capabilities, accounting for over 90% of our Flavours research and development investment.



Givaudan's Chef's Council is a panel of some of the world's brightest culinary stars. It provides high quality natural culinary inspiration as a catalyst for innovation.

- 2006 Napa Valley: Chicken
- 2008 Barcelona: Beef
- 2010 Hong Kong: Umami and Kokumi
- 2014 New York: Freshness



# Ensuring the highest standards of regulatory compliance

## **Proactive risk identification**

- Proactive monitoring of the regulatory horizon and consumer trends
- Regulatory risk mapping
- Ongoing dialogue with risk regulators and risk managers
- Advanced notification of regulatory changes and assessment of potential impact on products

## **Global regulatory compliance**

- Comprehensive regulatory database for over 120 countries
- Global access to all global regulatory data
- Fully integrated platform for all products
- Expertise in all aspects of flavour regulations and certifications



# A portfolio steeped in history

A 250 year history has positioned us well with some of the most loved natural ingredients including citrus and vanilla.

# We go a long way to make citrus zing

Our citrus solutions are designed to elevate consumers' experiences and meet the evolving demand for naturals:

- A broad range of citrus flavours and extracts for authentic, natural, local tastes, with a heritage going back to 1796
- Citrus ingredients processed in-house, from all natural citrus raw materials
- Vast palette of citrus ingredients that elevate consumers' taste experiences and meet the evolving demands of "natural"
- Over a decade of TasteTrek® citrus providing continuous breakthroughs
- Groves visited in 7 different countries
- Over 200 citrus varieties zested and tasted
- Over 130 varieties analysed for composition



# Going beyond beans... a full vanilla portfolio

Our heritage has also contributed to our expertise and knowledge in vanilla, one of the world's oldest, and preferred natural ingredients.

## Knowledge through experience

- One of the largest buyers of vanilla beans in the world
- Fully integrated Madagascar-based supply chain to source traceable, certified vanilla
- Established joint venture with Henri Fraise Fils (HFF), a long-time Madagascar vanilla exporter
- Wide selection of different vanilla profiles
- Origin specific vanilla extract (Bourbon)
- Patented curing process to consistently produce the highest quality vanilla extract

## Traceable, certified vanilla

Fair Trade

Traceable

**Traceable:** From the farm in Madagascar

**Certified beans:** Farm certified by third party

**Agricultural:** Approved agricultural practices

**Environmentally-friendly:** Natural vanilla from environmentally friendly farming

**Fair trade:** Vanilla farmers benefit from premiums

**Social:** Good working conditions

**Community development:** Support of community projects



# Meeting consumer demand for clean and clear labels with Kitchen Ingredients

Your consumers want natural, recognisable ingredients that are fairly sourced, sustainable and taste great. We just may have the answer. Givaudan Kitchen Ingredients can help you offer the best of all worlds: great tasting, natural products made with ingredients that keep your label simple and short... and your consumers happy.

Our current portfolio is a combination of new innovations based on decades of knowledge, and delicious ingredient ranges from recent, strategic acquisitions.



Herbs and spices



Citrus



Vanilla



Botanical extracts  
(coming soon)



Meat and poultry



Seafood

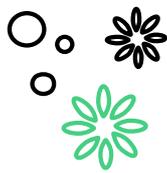


Cheese



Culinary concepts

# Broadening our naturals portfolio through acquisitions



## **Spicetec:**

Extends our portfolio of spices, seasoning blends, natural solutions and organic ingredients.



## **Activ International:**

Broadens our extract offering, particularly with a portfolio of marine extracts and natural seafood solutions.



## **Vika:**

Strengthens our capabilities in culinary fonds and stocks, made from natural ingredients. Expands our cheese natural capabilities with a new range of cheese powders.



## **Centroflora Nutra:**

Will expand our botanical extract and dehydrated fruit juice offering under the management of a comprehensive sustainability programme.



## **Naturex:**

Will significantly enhance our capabilities and portfolio in botanical extracts and natural solutions.

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