

## Company news

Geneva, 23 May 2023

## **Givaudan launches Customer Foresight futurescaping platform** Harnessing human intelligence, artificial intelligence (AI) and comprehensive, forward looking data to better anticipate and shape the future of food

As an important part of its 2025 digital strategy, today Givaudan is launching Customer Foresight. This exclusive, proprietary futurescaping platform, built in-house at Givaudan's Digital Factory in Paris, France, leverages Givaudan's human expertise, big data and AI to anticipate tomorrow's challenges, foresee consumer expectations, and create winning food experiences.

Customer Foresight is an industry first, able to identify early indications about impending, future shifts that will impact the food and beverage industry. It is designed to support customers in understanding, planning for and addressing disruptive changes in consumer desires, guiding strategic planning, and leading to co-creation opportunities. As it becomes smarter through AI, Customer Foresight will have the ability to anticipate what's next a decade from now – or beyond.

Louie D'Amico, President Taste & Wellbeing, Givaudan said: "We're dedicated to helping our customers understand and unravel the complexities of consumers' evolving needs and expectations. I'm truly excited about the limitless applications and use-cases that Customer Foresight will provide. Our experts are able to gain insight and foresight into any future food or beverage opportunity. Their resulting foresights can include anything from customisable and transversal future scenarios, to visualised target personas brought to life virtually."

The Company announced its development of Customer Foresight during the first half of 2022 and has been working with a select group of customers in different markets testing it from end-to-end. The powerful results from the pilot led to forward-thinking, new experience concepts based on data-driven foresights and futurescaping prowess.

Customer Foresight has now been rolled out within Givaudan globally for selective use on key opportunities that meet certain thresholds. Givaudan's exclusive AI enabled capability will continue to evolve through data enrichment and deep learning to create unique and disruptive innovations as it anticipates what is to come in the years ahead.



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## **About Givaudan**

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances, and develop beauty and wellbeing solutions that make people look and feel good. In 2022, Givaudan employed almost 16,700 people worldwide and achieved CHF 7.1 billion in sales with a free cash flow of 6.7%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at [www.givaudan.com](http://www.givaudan.com).

## **About Givaudan Taste & Wellbeing**

Powered by innovation and creativity, Givaudan Taste & Wellbeing aims to shape the future of food by becoming the co-creation partner of choice to its customers. Built on its global leadership position in flavours and taste, the Company goes beyond to create food experiences that do good and feel good, for body, mind and planet. With an expanded portfolio of products across flavours, taste, functional and nutritional solutions and a deep knowledge of the food ecosystem, Givaudan's passion is to collaborate with customers and partners to develop game-changing innovations in food and beverage. This is Givaudan. Human by nature. Learn more about how we are shaping the future of food at [www.givaudan.com/taste-wellbeing](http://www.givaudan.com/taste-wellbeing).

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