



## Givaudan launches TasteEssentials™ for Citrus - a consumer-driven approach to orange flavour innovation

25 June 2008: Through significant investment and global research, Givaudan has created a ground-breaking citrus flavour creation programme to find out “what’s next” for orange, the world’s favourite fruit flavour. TasteEssentials™ for Citrus is a consumer focused and cross-disciplinary creative and technical journey which puts consumer insights at the fingertips of Givaudan’s flavourists and product innovators to inspire, guide, and validate their creations.

Givaudan’s drive to thoroughly understand consumers’ wants and needs and to create new and different flavour solutions has led the company on an intense exploration of consumer and market products. Comprehensive mapping of 81 of the world’s most popular still and sparkling orange drinks provided a valuable benchmark on current trends in citrus flavours globally.

The company then developed consumer taste profiles through in-depth surveys of more than 9,000 consumers in 20 countries, identifying taste preferences and other valuable market data by geography, gender, age, and ethnicity. These consumer findings provide unparalleled references and support information for justifying orange flavour profile recommendations by market and demographics – offering customers the best flavours to satisfy and delight consumers.

Dawn Streich, Citrus Product Manager, said: “Our research shows consumers are increasingly looking for refreshing, sophisticated citrus flavoured beverages – plus something new and different, a “wow!” factor. Givaudan’s innovation capability starts and finishes with the consumer in mind. Our unmatched flavour creation expertise ensures we can deliver unique citrus flavours with reduced time to market.”

Givaudan’s TasteEssentials™ for Citrus programme is constantly exploring and developing new tools for greater flavour creation breadth, differentiation, and performance for citrus. Through a partnership with the University of California, Riverside, Givaudan was granted access to more than 1,000 different citrus varieties to conduct their TasteTrek® Citrus experience. TasteTrek® Citrus is an exploration tool to detect trend-setting natural flavour ideas and discover new, never before reported ingredients in nature. By applying knowledge and insights gained from the trek, Givaudan flavourists expand and push limits of orange flavour.

While Givaudan’s TasteEssentials™ for Citrus programme may focus on consumer driven flavour design, citrus ingredients and technology are still the cornerstone of the company’s citrus flavour business. With long-standing relationships with global citrus processors, Givaudan has historically been and continues to be the industry leader for citrus flavours. TasteEssentials™ for Citrus programme builds on that unrivalled technical foundation and continues to drive innovation by partnering with its customers to make the most preferred citrus flavours for consumers.

**Notes to editors:**

Givaudan Flavours is a trusted partner to the world's leading food and beverage companies, combining its global expertise in sensory understanding and analysis and consumer-led innovation in support of unique product applications and new market opportunities. From concept to store shelves and quick serve restaurants, Givaudan works with food and beverage manufacturers to develop flavours and tastes for market leading products across five continents.

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