

Bernhard Schaufelberger
Senior Flavourist

Exploring Ethnic Tastes



The Origins of Ethnic Tastes



**What is
traditional
in one country
is ethnic in
another**



People and Their Customs



It's all about people and their food

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Traditions and Culture



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你吃饱了没有？

Have you eaten ?





The Chinese way to say "Hello"



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Ethnic Foods have Ethnic Flavors



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Royal Fruits




Durian
“King” of Tropical Fruits

Mangosteen
“Queen” of Tropical Fruits

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Developing Authentic Ethnic Tastes

- The origins of the food and cuisine of the country
- The actual ingredients and spices used in the original product
- The preparation styles and cooking processes
- How the food was originally presented and consumed



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TasteTrek[®]

"To boldly go, where no one has gone before"



In search of nature's hidden flavours

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Ethnic TasteTrek[®]



In search of authentic ethnic flavors

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How does Givaudan Create Authentic Ethnic Flavours? 4 Key Steps


- Collection of headspace samples
- Identification, isolation and synthesis
- Reconstitution of flavour profile
- Application and sensory testing



Sample Collection






Collection of headspace samples from cooked foods and fruits



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Analysis and Identification

Analysis

➔

Identification

➔

Synthesis

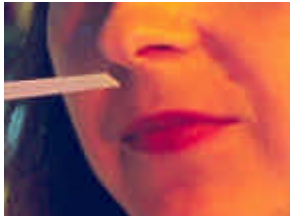
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Reconstitution and Flavour Creation





VAS Virtual Aroma Synthesizer



Profiling


➔

Formulation

➔


Evaluation

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Application and Sensory Testing



Flavor Applications



Sensory Evaluation

➔

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Jeruk Pontianak *The Indonesian Orange*



From the Kalimantan region of Indonesia




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New Ethnic Flavour Applications



Instant Beverages



Soft Drinks



Candies

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Ma La Huo Guo


The Chinese Hot Pot (Fondue)






**From the Sichuan
Province of China**

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New Ethnic Flavour Applications



Instant Noodles



Instant Soups



Sauces

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Global Ethnic Food Trends



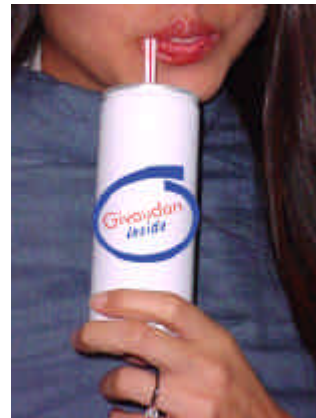
Region	Trends
North America	Mexican, Cajun, Fusion, Chinese, Japanese, South American
South America	Italian, Spanish, Japanese, German, French, Chinese
Europe	Mexican, Indian, Japanese, North African, Cajun, Thai, Moroccan, Chinese, Fusion, South American
South Africa	Italian, Chinese
India	Italian, Chinese
Asia	Thai, Indian, Italian, French, Vietnamese
Australia	Italian, Greek, Thai

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Givaudan “Inside”?



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*Creating
Sensory
Advantage™*

