

MEDIA RELEASE

Givaudan expands flavour capabilities in Middle East

New Technical Centre and Regional Offices in Dubai offer greater capabilities for Middle Eastern customers, demonstrating ongoing commitment to the region

Dubai, 17 November 2014 – Givaudan, the world’s leading Flavour and Fragrance company, today officially opened its new, expanded Technical Centre and Regional Offices in Dubai, United Arab Emirates.

For the first time customers from across the region will benefit from local access to Givaudan’s world class Savoury and Snacks Flavour creation and application capabilities. These are complemented by the full range of services in Sweet Goods and Beverages, where Givaudan is now also offering Flavour creation in addition to already existing application expertise.

Drawing on an in-depth understanding of local tastes and consumer preferences, the expansion of Givaudan’s facilities in Dubai will bring closer collaboration with customers in creating and applying flavours for the Middle Eastern markets.

The new state-of-the-art facilities are responding to growing demand for flavours from developing markets. The new technical centre in Dubai is part of the Company’s overall strategy of increasing its sales in developing markets.

The full range of Flavour creation and application services

Henning Hartnacke, President Europe, Africa, Middle East Flavours, said:

“Givaudan is already touching the lives of millions of consumers in the Middle East with delighting flavours every day. With this significant investment, we are now offering food manufacturers and food service companies the full range of our creation and application services from within the Middle East.

“Building on the passion of our people for food and flavours, we are sharing our profound understanding of Middle Eastern consumers and local taste preferences. In close collaboration with our customers, we can now develop new flavours faster and respond immediately to shifting market trends.”



Notes to editors

About Givaudan

Givaudan is the market leader in the global flavour and fragrance industry. Its head office is in Switzerland. Its heritage dates back to 1768, making it the first company to establish itself as a creator of tastes and scents. In 2013, the company achieved sales of CHF 4,369 million with a work force of more than 9,000 employees and subsidiaries in 46 countries.

About Givaudan Flavours

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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