

**Media Release**

Geneva, 14 November 2018

**Givaudan unveils new approach to sugar reduction and satisfaction****Delivering fully satisfying taste in less sweet products**

Givaudan, the global leader in flavours and fragrances, has launched a new approach to sugar reduction that delivers fully satisfying, reduced-sugar products without added sweeteners. The approach combines the use of a new proprietary sensory language, novel ingredients, and deep understanding of sweetness and satisfaction to deliver up to 50% reduction in sugar while maintaining consumer preference.

The new approach was developed in response to the global drive towards sugar reduction, prompted by ongoing health concerns around obesity and diabetes, and growing consumer interest in lighter, more refreshing and less sweet taste experiences. However, formulating less sweet products that have the same appeal as fully sweet ones is a challenge that requires more than simply subtracting sugar.

Givaudan worked with forward-thinking chefs to find new ways of delivering a less sweet but fully satisfying taste. Using inspiration from the dishes developed by the Michelin-starred chefs, the Givaudan team looked for what was delivering satisfaction beyond sweetness; from there they were able to identify non-typical natural ingredients and food techniques that created more complex, full bodied or impactful tastes, flavours so good, that the reduced sweetness wasn't missed.

To understand and quantify the full sweetness experience, a new, proprietary, sensory-profiling methodology – the Holistic Language – was developed. This profiling technique allows Givaudan to deeply understand the consumer experience and translate this knowledge into real world solutions.

Forrest Evans, Regional Product Manager Dairy and Taste in Asia Pacific, explains: "Increasingly the food industry is being challenged by the public and regulators to play its part in reducing sugar consumption. In Thailand and the Philippines we have seen sweetness taxes introduced, particularly on carbonated beverages, aimed at encouraging people to consume less sugar. In the Philippines the tax also includes all sweeteners except stevia and coconut sugar.

"Asian consumers are adventurous, accepting new flavours and responding well to new innovations. Because of this, across the Asia Pacific region, there is a significant opportunity to deliver less sweet, products without compromising consumer acceptance or preference."

"It is this consumer space that we have focused on to deliver natural, less sweet products with a fully satisfying taste. We think this will offer an exciting new approach for our customers seeking to address the challenges of sugar reduction."





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The new approach was launched at a recent event at Het Amsterdamse Proeflokaal culinary school in Amsterdam, hosted by Givaudan and Michelin-starred chef Thomas Buehner, formerly of restaurant La Vie in Osnabruck, Germany, who demonstrated some of the techniques and approaches he used in this challenging yet successful project.

Two consumer concepts were tasted at the event – a 50% reduced sugar orange drink that has been proven to perform as well as the full sugar product in consumer testing and a new reduced-sugar peach yoghurt drink.

Video and photographs of the event, chef Thomas and the team are available here:  
[www.givaudan.com/media/trade-media/2018/givaudan-unveils-new-approach-to-sugar-reduction-and-satisfaction](http://www.givaudan.com/media/trade-media/2018/givaudan-unveils-new-approach-to-sugar-reduction-and-satisfaction)

## About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company reported sales of CHF 5.1 billion in 2017. Headquartered in Switzerland with local presence in over 100 locations, the Company has more than 11,100 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).

## About Givaudan Flavours

Givaudan's comprehensive knowledge of local flavours, extensive global footprint and strategic insights enable close partnerships with customers wherever they may be. With a customised approach to product creation, the Flavour Division is a powerhouse of knowledge, innovation and creativity equipped to surprise customers and consumers with fresh, unique ideas and solutions. Givaudan creates lasting flavour and taste experiences that touch emotions across key segments including beverages, sweet goods, savoury and snacks; regardless of product category, Givaudan's passion is to make food and beverage products taste delicious. We invite you to 'engage your senses' and learn more about Flavours at [www.givaudan.com/flavours](http://www.givaudan.com/flavours).

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