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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

Traditions and Culture
你吃饱了没有？
Have you eaten?
The Chinese way to say “Hello”

Ethnic Foods have Ethnic Flavors
Royal Fruits

Durian
“King” of Tropical Fruits

Mangosteen
“Queen” of Tropical Fruits

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
TasteTrek®
“To boldly go, where no one has gone before”
In search of nature's hidden flavours

Ethnic TasteTrek®
In search of authentic ethnic flavors
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
Analysis and Identification

Analysis → Identification → Synthesis

Reconstitution and Flavour Creation

Profiling → Formulation → Evaluation
Application and Sensory Testing

Flavor Applications  Sensory Evaluation

Jeruk Pontianak
The Indonesian Orange

From the Kalimantan region of Indonesia
New Ethnic Flavour Applications

Instant Beverages  Soft Drinks  Candies

Ma La Huo Guo
The Chinese Hot Pot (Fondue)

From the Sichuan Province of China
New Ethnic Flavour Applications

Instant Noodles

Instant Soups

Sauces

Global Ethnic Food Trends

North America
Mexican
Cajun
Fusion
Chinese
Japanese
South American

Europe
Mexican
Indian
Japanese
North African
Cajun

Thailand
Moroccan
Chinese
Fusion
South American

India
Italian
Chinese

South America
Italian
Spanish
Japanese
German
French
Chinese

South Africa
Italian
Chinese

Asia
Thai
Indian
Italian
French
Vietnamese

North African
Cajun

Cajun

Mexican

Indian

Japanese

Spanish

Japanese

German

French

Chinese

Chinese

Thai

Moroccan

Chinese

Fusion

South American

Italian

Chinese

Thai

Indian

Italian

French

Vietnamese

Moroccan

South American

Italian

Greek

Thai
Givaudan “Inside”?

Creating Sensory Advantage™