



A fresh take on the perfect pint

Our journey from insights to innovation

We talked to **4000** consumers
from 6 countries and trekked to 4 cities



Our BeerTrek in numbers

25

tasting
sessions

60

venues
visited

600

beers
tasted

16

innovation
directions
identified

The opportunities

We grouped the 16 possible innovation directions into **3 big trends** that could present opportunities for our customers.



Elevate your premium offerings

Develop bold premium choices with innovative flavours to attract new drinkers, including younger female and Gen Z consumers.



Reinforce your mainstream range

Offer lighter, easier to drink, shareable beers that work as alternatives to wine to drive volume growth.



Expand mindful no/low choices

Create new options beyond PILS and lagers with added complex hoppy or fruity flavours.

The concepts

Elevate your premium offerings



Yuzu Lagerita

A cocktail inspired beer mix

A refreshing and innovative blend of the classic margarita cocktail and the trending Yuzu flavour, perfect for non-beer drinkers open to innovation.



Mango Lychee Crush

Sour Beer Style

Blends the exotic flavours of mango and lychee into a mildly sour base - a great alternative for consumers who enjoy dessert-inspired, smoothie-like beverages.

Reinforce your mainstream range



Hop-Session

Refreshing Beer Style

A citrusy fresh hop beer crafted to provide consumers who love to drink in volume with a perfectly balanced drinking experience.

Expand mindful no/low choices



Juicy New England IPA NA

A cocktail inspired beer mix

A non-alcoholic beer with the rich, fruity flavours of a New England IPA – minus the bitterness and alcohol. Ideal for craft beer lovers cutting back on alcohol.



Fruity hop wave

Sour Beer Style

Developed for health-conscious consumers, Fruity Hop Wave offers a delightfully fruity hop experience without alcohol, carbs, calories, or gluten.

*For illustration purposes only

Discover our toolkit

We've developed a **Brewer's toolkit**, filled with technologies to help you develop successful beer innovations without compromising on speed.

From Provenance and TasteTrek® Citrus Flavours to Juice Based Compounds & Emulsions and Mouthfeel & Masking TasteSolutions®, our toolkit can help you **elevate your premium offerings**, offer new takes on your mainstream range, and expand your No/Low offering.

Contact your Givaudan Key Account Manager or find out more from our experts

Co-create with us

Givaudan

Human by nature