

innotaste

**Reducing sugar content in foods and
beverages products.**

**Our solutions to meet market expectations
and the requirements of the manufacturers.**



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Marketing and Business Development Manager

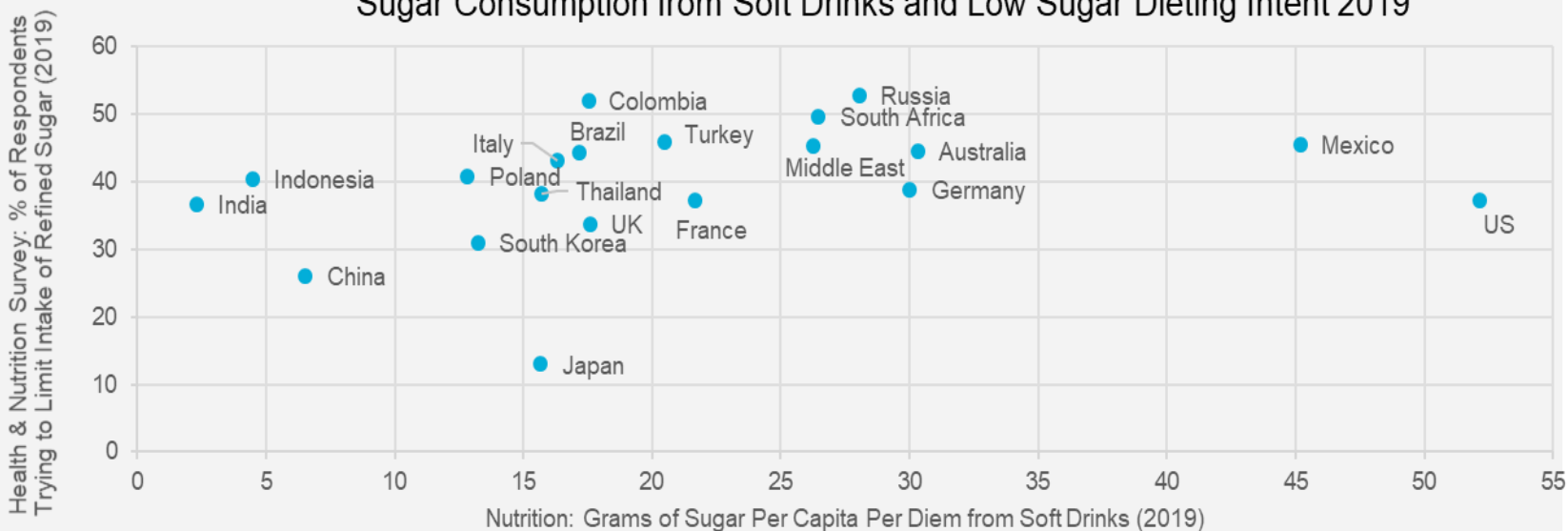


Drastic reductions in consumption are required to meet WHO guidelines

According to the WHO, total sugar consumption per diem **should not exceed 50g** in total (or 10% of energy intake), with a further suggested reduction to 5% of daily intake desirable. In fact, several global markets have more than 25g of sugar consumed per diem from packaged soft drinks (excluding all other sources of sugar). Remarkably, the US exceeds the 50g daily maximum from soft drinks alone.

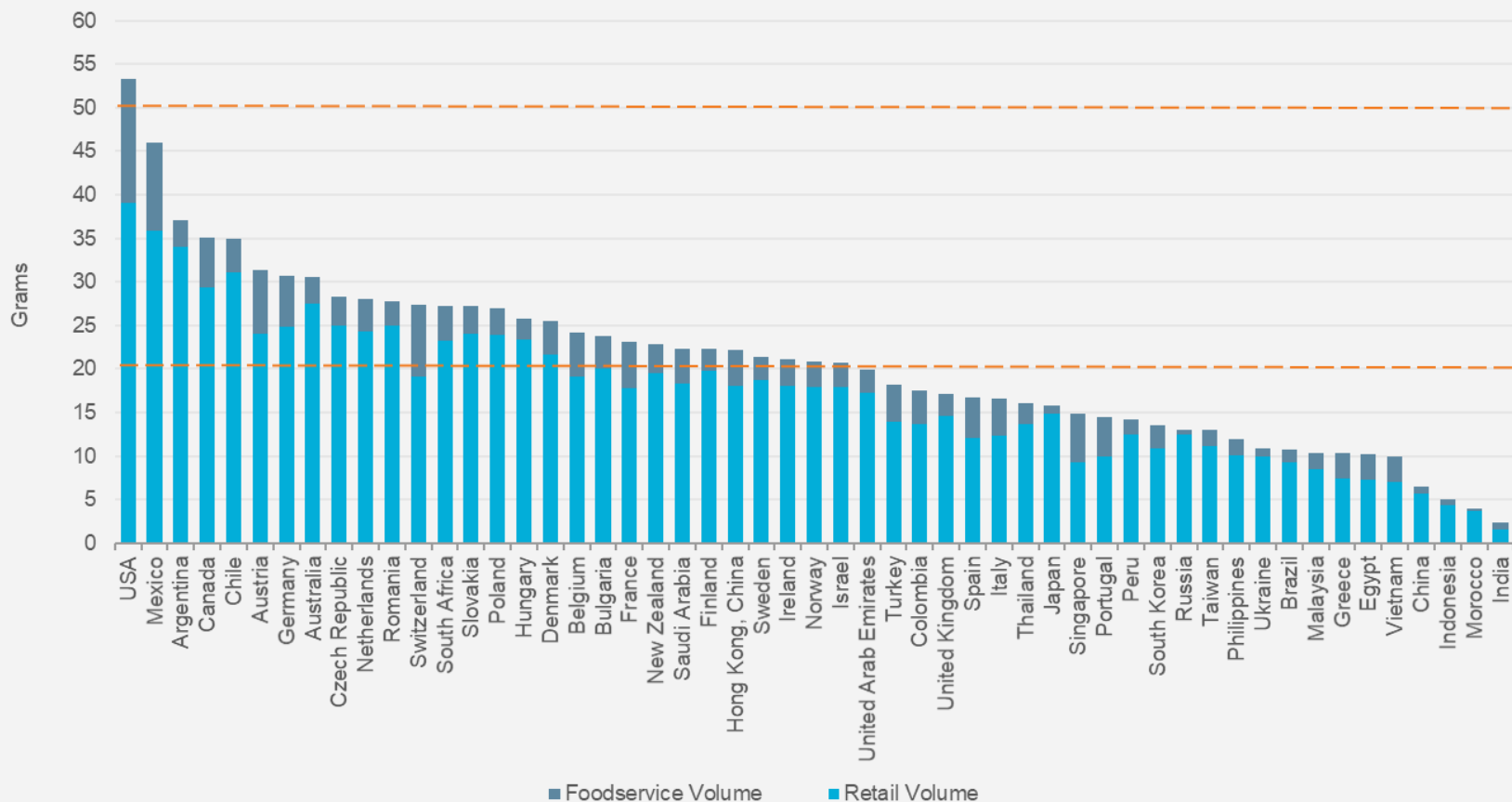
More encouragingly, **almost 40%** of Euromonitor International Health and Nutrition global **survey respondents in 2019 reported attempting to limit their intake of refined sugars**, with stronger intent generally reported among women and older respondents. 49% of respondents with diabetes and 48% of those suffering from another serious health condition or issue also reported seeking to limit refined sugar consumption.

Sugar Consumption from Soft Drinks and Low Sugar Dieting Intent 2019

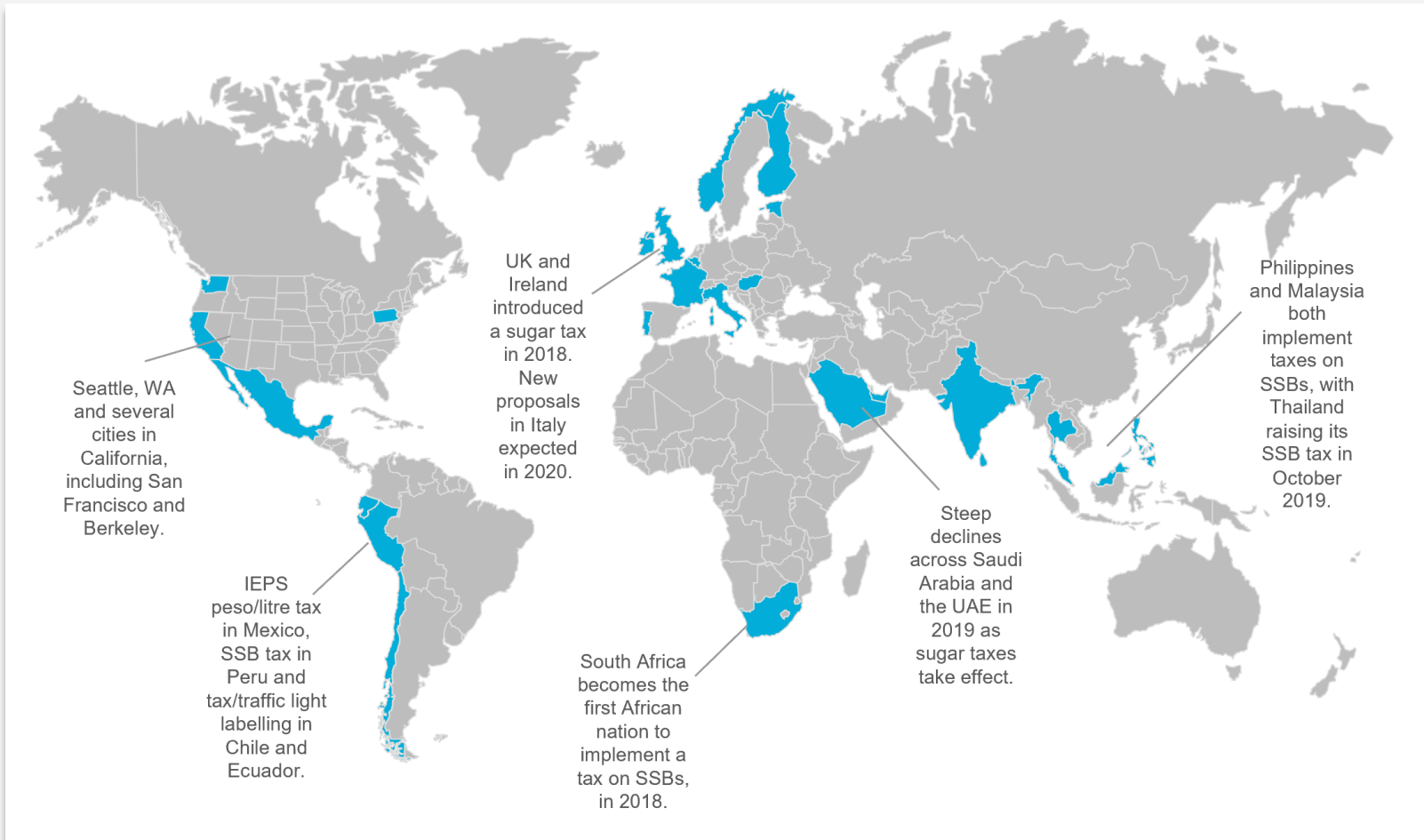


17 markets exceed total sugar guidelines from soft drinks alone

World: Average Per Capita Per Diem Sugar from Soft Drinks Consumption Versus Per Diem WHO Guidelines 2018



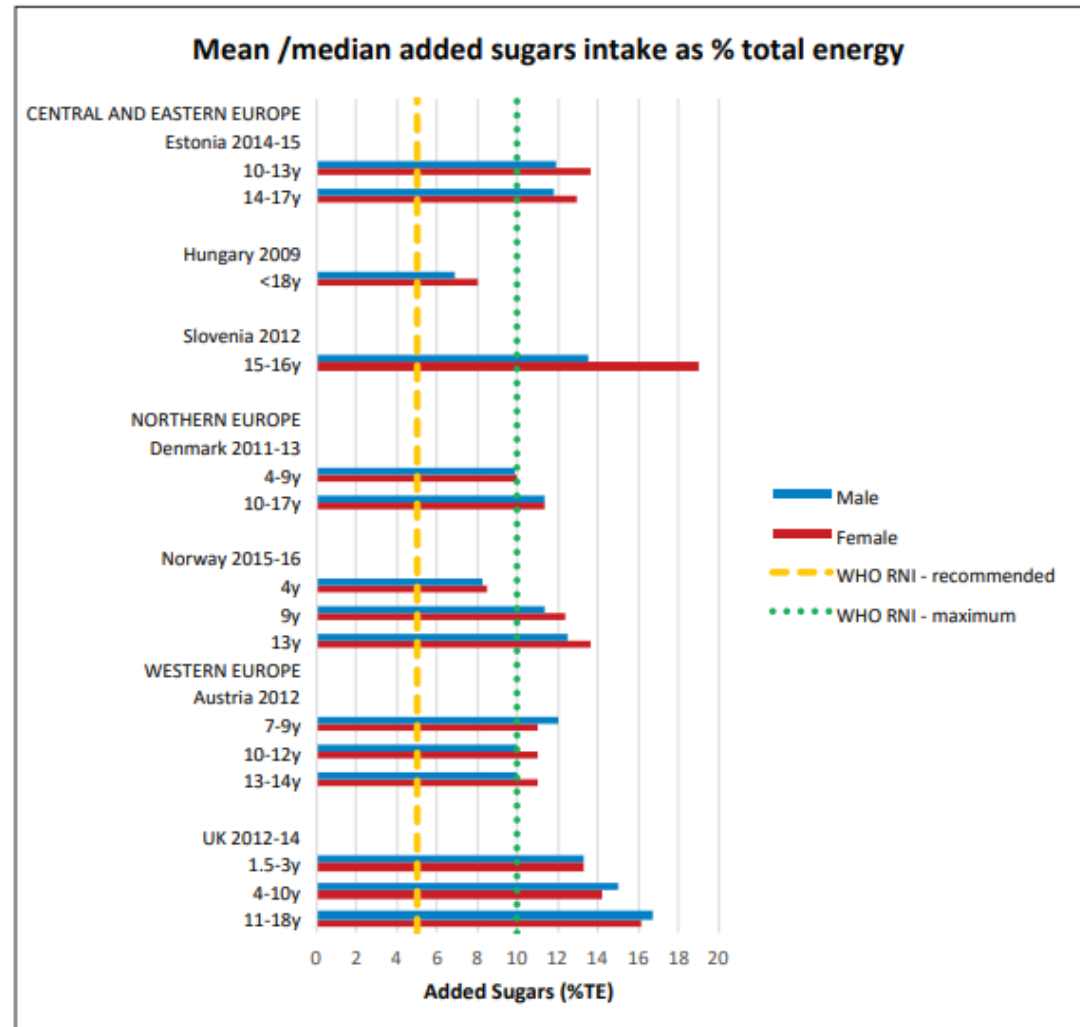
As of 2019, 30+ countries have specific taxes on SSBs



Added sugars intake of children in seven European countries

Incentives and disincentives for reducing sugar in manufactured foods

An exploratory supply chain analysis
A set of insights for Member States in the context of the WHO European Food and Nutrition Action Plan 2015–2020



Firmenich Solutions



TasteGEM® closes the taste gap when improving nutritional profiles or reducing moderate amounts of sugar up to 30%.

It's suitable for all foods and beverages, restoring delicious authentic taste that drives consumer preference.



ModulaSENSE® flavor solutions harmonize overall profiles of foods and beverages by addressing Taste & Texture.

They target taste gaps such as sweetness onset, masking, mouthfeel enhancement and aftertaste, resulting in a superior consumption experience.



TastePRINT™ is a cost effective solution and aims to replace sugar up to 100% An optimized blend of Non Nutritive Sweeteners with flavor, maskers to provide an optimized easy to use sweetener solution.

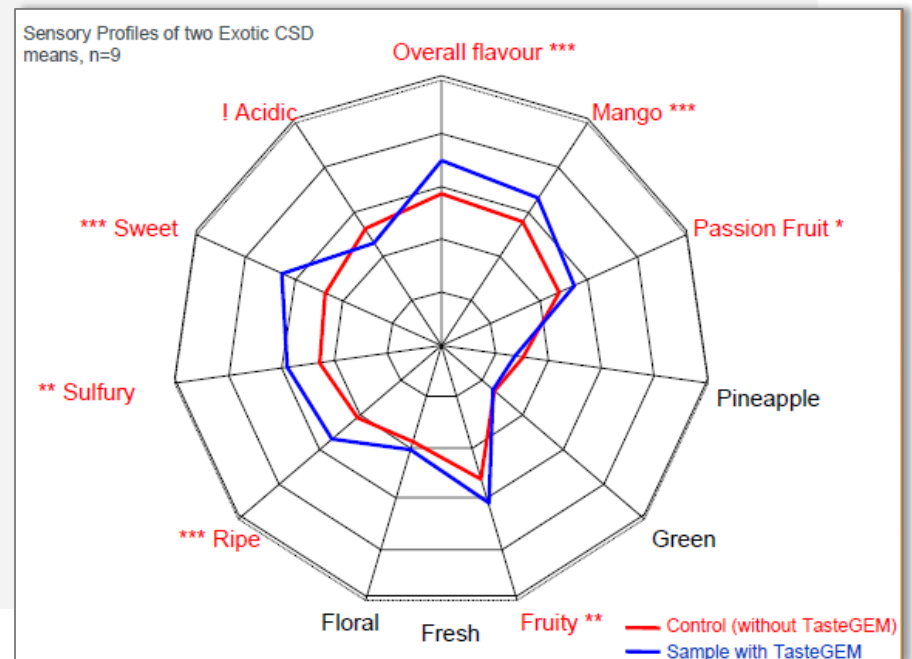
Choose from Stevia, Monk Fruit and Sucralose based solutions, we can tailor solutions to address specific requirements.





HIGH PERFORMANCE FLAVOR SOLUTIONS COMBINING FLAVOR, MASKING AND MOUTHFEEL

- ✓ It's the market leading solution delivering Taste preference
- ✓ A Consumer Friendly label: Natural flavor
- ✓ Improves overall product taste profile
- ✓ Combines with natural sweeteners for higher calorie reductions
- ✓ Optimal option to improve the taste of Stevia
- ✓ Amplifies flavour attributes
- ✓ Modulates sourness and helps mask functional ingredients
- ✓ Easy to handle
- ✓ Proven stability and shelf life





TasteGEM® Solutions
3D DAIRY

TasteGEM 3D® Dairy flavors are designed to target the sensory gaps that appear when reducing sugar, fat or protein in Dairy products such as milk products, yoghurt and ice cream.

Useful for restoring an authentic indulgent taste ensuring the complex balance of Taste, Aroma and Mouthfeel is just right.

With an extensive range of options targeting both very specific as well as overall needs.

TasteGEM® Solutions
3D CITRUS

In recent years Citrus crops globally have suffered a greening disease affecting consistency and yield of citrus fruits. Variability in quality and price significantly impacts profitability as well as taste.

CitrusGEM® has been designed to provide consistent flavor you can rely on year round. Our TasteGEM technologies work to amplify citrus notes which provides a much needed sustainable solution.



TasteGEM® Solutions
PROTEIN SHIELD

Our technical expertise has been focused on the rising challenges in fast growing segments such as High Protein Beverages. Protein Shield is designed to mask the astringency and bitter taste of protein which detracts from consumer enjoyment.

Protein Shield ® delivers a clean, smooth taste on a variety of bases including dairy and plant based proteins.

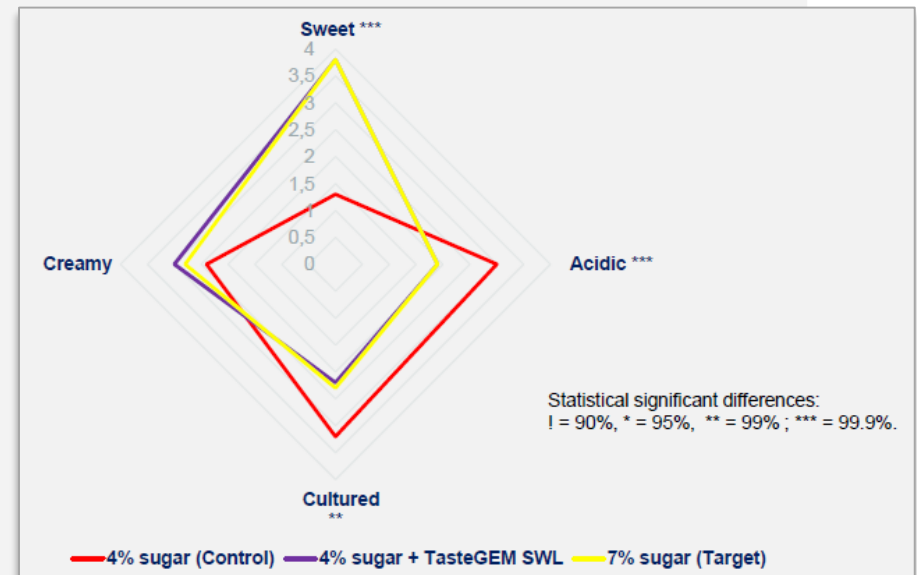
It significantly lifts the mouthfeel and creaminess which helps *Make Healthier Taste Great.*



Natural **TasteGEM®SWL with Lactase** creates a synergistic effect of two market leading technologies, that together take **sugar reduction** in dairy to a new level. It delivers amplified sweetness and positive taste improvements **without the use of sweeteners**.

Now it's possible to meet consumer demand for delicious, low sugar, low lactose, natural clean label dairy.

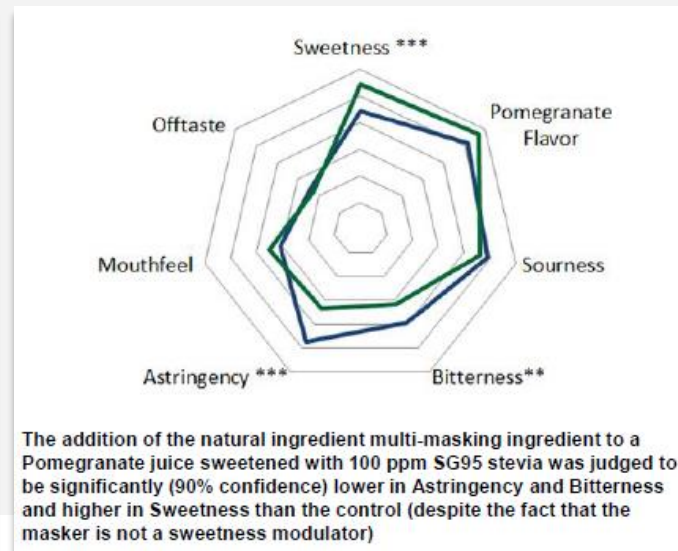
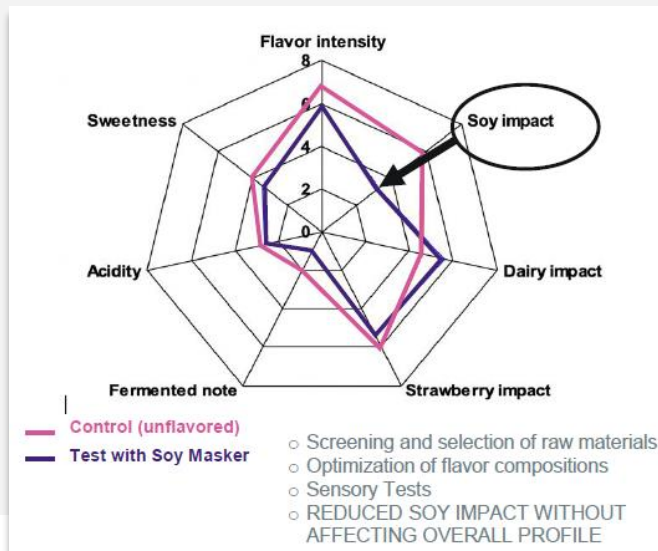
- ✓ Winning taste, minimizes sour acidic character
- ✓ Appealing (discrete) natural clean label
- ✓ Higher level sugar reduction without sweeteners
- ✓ Low lactose –better digestibility
- ✓ Unique solution -patent pending
- ✓ Convenient & cost-effective liquid flavor solution





FROM CHALLENGES TO SOLUTIONS

- ✓ Optimise **sweetness perception** in reduced sugar recipes
- ✓ **Mask the negative aftertaste** associated with high intensity sweeteners or other ingredients like dairy and vegetable proteins or functional ingredients
- ✓ Deliver a smooth neutral and **clean taste profile**
- ✓ **Restore mouthfeel** and smooth aftertaste on a variety of sugar reduced beverages
- ✓ Offer a **clean labelling declaration** as Natural flavors





CLEAN TASTING SOLUTIONS SWEETENING

TastePRINT™ is a cost effective solution and aims to **replace sugar up to 100%**
An optimized blend of Non Nutritive Sweeteners with flavor, maskers and tonality (if appropriate) to provide an optimized easy to use sweetener solution.

Choose from Stevia, Monk Fruit and Sucralose based solutions, we can tailor solutions to address specific requirements.

Single sweeteners:

- stevia
- sucraloze
- Monk fruit

Integrated solution –
all in one –
sweeteners and
masking flavors



Let's Work Together

With our *Flavours Knowledge and Application Expertise* can support you to develop the **concepts that will fit with and enhance your product portfolio** and brand positioning through

- A wide range of natural and non-natural tonalities for more taste variety
- Masking solutions and flavour enhancers for better tasting healthy applications
- Natural & non-natural sweetness solutions to fill sweetness gaps or improve taste perception in lower sugar products



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Thank You



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