

Freshness

Revitalising the eating experience of convenience food



Introducing Freshness

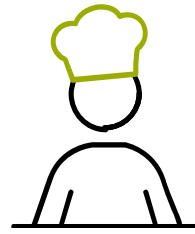
A new approach to flavour creation that brings the perception of freshness to the eating experience of convenience food. It adds fresh taste and vibrancy, as if the ingredients had just been added to the dish.

The freshness journey



Consumer understanding

- Quantitative & qualitative research in Europe
- Key consumer insights
- Sensory analysis
- Five-dimensional model of freshness



Culinary inspiration

- Givaudan's Chef's Council New York
 - Five of the world's brightest culinary stars
 - Extensive culinary insights
 - Inspiration from chefs applied to flavours
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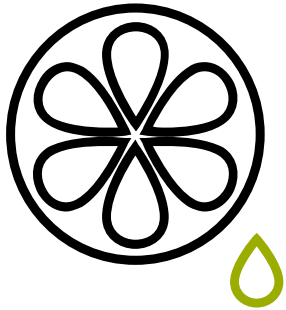
Translating the key elements of fresh taste

Chefs often use chopped green herbs or a squeeze of lemon or lime to finish off a dish. This introduces a positive contrast and an element of surprise.

How can we introduce that burst of freshness?

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Capturing the moment: FreezeFrame®

- FreezeFrame® is a technology invented and trademarked by Givaudan.
- It captures the moment when the ingredient was at its freshest.

Deliver a step change in the eating experience

- Lift food profiles with freshness and authenticity
- Dishes taste as if fresh ingredients were just added
- Different ingredients come through individually
- Drive freshness in Savoury and Snack applications
- Vibrant taste

Available in three families



Green herb

Coriander, parsley, basil

Capturing the moment the herbs were chopped



Vegetable

Lettuce & asparagus

Delivering the 'crunch' of lettuce and the bright taste of white asparagus



Citrus

Lime & lemon

Overall impression of a freshly squeezed lime or lemon juice