

Givaudan[®]

ENGAGING
THE
SENSES



DISCOVERY FLAVOURS - TASTETREK™ CITRUS

Ongoing discovery is at the very core of Givaudan Flavours. We are constantly exploring, sourcing and experimenting with the widest possible variety of ingredients and flavours to inspire new, consumer-winning products.

Getting our flavourists out of the lab and into the field to experience sources of flavour inspiration lets them discover new tastes, new trends and new ingredients to expand their thinking on how to appeal to today's global consumers.



It is this 'go-to-the-source' philosophy that drives Givaudan's TasteTrek™ programme, designed to expose our flavourists and applications teams to authentic, differentiated flavour experiences. Early 2009 marked our most recent TasteTrek™. On this adventure, Givaudan explored the citrus groves at the University of California, Riverside, with which Givaudan enjoys a strategic partnership. An estimated 1,800 trees and over 1,000 citrus fruit varieties make these groves among the finest and most diverse citrus orchards in the world, providing unrivalled resources for new citrus flavours.



Our teams analysed over 50 citrus fruit varieties before narrowing down the collection to 10 new lemon and lime flavours, now available to Givaudan's food and beverage customers. Fresh and exciting, the ten new citrus flavours have already generated a 25% increase in interest from customers for the creation of new citrus flavours and product reformulations.

TasteTrek™ Citrus is a prime example of how our continual commitment to the discovery of novel ingredients and flavours not only advances flavour creation but, more importantly, creates flavours that build success for our customers.