

FIVE-YEAR STRATEGY: Health and Wellness

Today's consumers seek to address health problems and reduce the incidence of obesity and conditions such as heart disease and diabetes. They want food and beverage products that are good for them, but which also taste good.

This consumer shift is creating a growing Health and Wellness market opportunity and our objective is to capture a significant share of it by capitalising on our technology innovation portfolio TasteSolutions®. One example is TasteSolutions® Salt.

Fragrances uplift everyday tasks by communicating freshness, cleanliness, softness, calmness or relaxation, and by contributing to our sense of well-being. Fragrances evoke a positive emotional response in each of us and fragrance technologies draw on various methods to ensure the perfume experience occurs at exactly the right moment in product use, whether for personal washing, laundry or home care. This technology has been commercialised in Mechacaps™.



Mechacaps™

Our Mechacaps™ perfume encapsulation technology is a shell encapsulate which allows a significant increase in perfume material delivery on laundry, as well as a controlled release of perfume over a period of time. This means that the scent experience from both the washing and drying of clothes is enhanced. This technology, combined with the underlying fragrance, has generated significant interest in the market with sales already having a positive impact on business performance. This technology is an example of our collaboration between fragrance and flavour research in the area of taste and smell delivery.

Salt reduction

Givaudan's latest sensory innovation – Sense It™ Salt – is a key breakthrough in helping our customers respond to a global demand for reduced salt levels in foods, from soups, sauces and ready-meals to snacks and cereals. Sense It™ Salt is a unique sensory language that enhances our ability to accurately assess the consequences of reducing salt and the performance of flavours or ingredients that are used to restore the taste of salt. The ultimate goal is to meet increasing nutritional requirements and government regulations regarding sodium content without compromising the taste that consumers love. In achieving these goals, we further strengthen our role as a key partner to food manufacturers worldwide as they develop products in the Health and Wellness category.

