

# A short introduction to flavourings

A *flavouring* is a food ingredient that brings taste and variety to food. Flavourings have been added to food since ancient times: the Egyptians were the first to add aromatic compounds to their food, like herbs, spices, plant extracts and infusions.

## FLAVOURINGS: DID YOU KNOW?

Chances are you encounter various flavourings every time you eat.

±10,000 flavouring constituents are identified in food.

In the EU, all flavourings used by the industry are subject to the strict EU rules in order to ensure their safety.

What you see is what you get: the label tells you what you consume.



Flavourings are added to a wide variety of food and drink products, including:

- Beverages
- Breakfast products
- Confectionary products
- Dairy products
- Savoury snacks

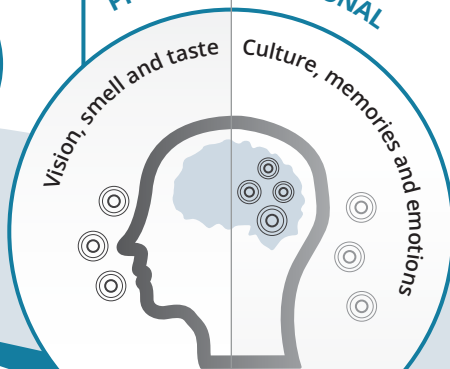
Only 0.1-2% of final food is flavouring – a small part of the overall product.

Around 10% of turnover is invested in R&D and innovation.

## HOW DO WE PERCEIVE FLAVOURS?

Taste and smell receptors are directly connected with the brain, triggering memories and emotions.

PHYSICAL + EMOTIONAL



## HOW ARE FLAVOURINGS PRODUCED?

Flavourings result from a creative process in which flavourists, like chefs, can use different ingredients for their recipes:



**Flavouring preparations**, such as essential oils and extracts, which are always natural.



**Flavouring substances**, which are single chemical substances that can be extracted according to specific conditions from nature or synthesised.

- **Natural flavouring substances:** Substances from sources such as fruits, vegetables and spices and which are obtained through specific processes such as distillation, extraction or microbiological processes.
- **Flavouring substances:** Their chemical structure is in most cases the same as a natural flavouring substance, but the source used and/or the process applied may be synthetic.

## SO WHY DO WE USE FLAVOURINGS?

While enriching us with numerous taste sensations, flavourings also provide:

### Variety of choice:

We can savour the taste of all kinds of foods, no matter where we live and what season it is.

### Cost and resource efficiency:

Flavourings help us sustainably use the earth's limited resources.

### Healthier and more balanced eating habits:

Consumers who are conscious of their diet can find alternatives while maintaining great taste.

