



Capture the



moment

of

freshly-prepared

with GivaudanFreshness™ flavors to enhance the intensity and complexity of your next sauce or spread formulation.

Givaudan

engage your senses

Foodservice has changed. Has your recipe?

Boost the **taste impact** of your
sauce and spread recipes
with Freshness flavors



37 minutes

Average food delivery time

Doordash, 2019



56% here to stay

Consumers say they're going to
continue getting takeout rather than
dining in

Doordash, 2019



Millennials & GenZ

More likely to order via app

Datassential



Capture
the moment
of freshly-
prepared



Consumers **perceive** Freshness
as a contrast in taste, texture and
color. When you **pleasantly**
surprise their palates, you
reinforce that the dish is **fresh**.

Freeze Frame™ captures the moment
when ingredients are at their freshest.

This technology captures molecules lost through
evaporation, degradation or oxidation.



Herb Freshness

Delivers aroma of fresh-cut
herbs just added to the dish



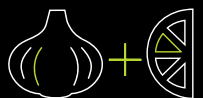
Citrus Freshness

Provides authentic impact of
freshly-squeezed citrus



Vegetable Freshness

Provides bright green aromatics
and taste to contrast savory taste



Garlic & lemon mayo most common on foodservice menus



Lemon flavor in spreads for burgers grown over the last 4 years

Elevate your burger taste to survive delivery by **enhancing the taste impact** of the spread.

Source: Datassential

Mayonnaise enhanced with lemon and cucumber freshness

Challenge:

30 minutes is a long time for a burger. The vibrant flavors present at the moment of preparation will dissipate over time.

Solution:

Sandwich spread to the rescue! This enhanced mayo recipe brings vibrant taste and aroma to your formulation so your consumers are delighted with their menu selection despite the lag time.

Givaudan Sauce Tools

- Lemon Freshness flavor
- Cucumber Freshness flavor
- Garlic juice
- Cracked black pepper



“This garlic and lemon mayo can elevate the classic cheeseburger to a premium experience. It adds richness and complexity, and delivers a bright, fresh taste. It is also perfectly paired with fries as a dipping sauce!”

Carrie Born
Group Leader Culinary, NOAM





Top 15 dishes



Asian dishes comprise **9** of the top **15** dishes consumers say they're **most excited** to eat away from home after the pandemic



Stir-fried menu items are equally popular with all consumer types

Keep the **vibrant, fresh** taste of herbs and spices in your stir fry

Stir fry sauce enhanced with Thai basil and ginger freshness

Challenge:

Aromatic herbs like Thai basil can quickly fade during stir fry delivery. There's also seasonal and crop differences that can cause inconsistency in taste and intensity in prepared dishes.

Solution:

Givaudan Freshness flavors like Thai basil, ginger and lemongrass provide impactful, consistent flavor that survives the delivery trip to your customers' homes.

Givaudan Sauce Tools

- Thai basil Freshness
- Ginger Freshness
- Fried onion Asian flavor



"It begins with fresh garlic, ginger, shallots, and soy sauce to get your taste buds going. As your palate seeks the thrill, adding fried onion flavor produces the wok cooking cue. The basil freshness completes it with a breath of fresh air."

Lynn Chow
Concept Development Chef, NOAM





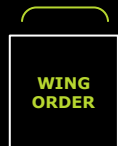
+34% Salsa Verde

Menu mention growth last 4 years



Wings found on **46%** menus

Wing delivery's on fire!



The franchise Wingstop is a big success story with same-store sales up 25% in 2020 ending Q3 even with closed dine-in

Punch-up your wing sauce to maintain **bright** taste delivered.

Source: Datassential and Mintel

Wing sauce

enhanced with cilantro, jalapeño and cucumber freshness

Challenge:

Wings are a trending delivery item and the bright, herbal and vegetative flavors in the sauce quickly fade with time.

Solution:

With Freshness, this wing sauce maintains its intensity over time and provides bright contrast to the creamy base. Coupled with the foundational taste of our garlic juice and salsa verde blend, this recipe will keep consumers reaching for more.

Givaudan Sauce Tools

- Cilantro Freshness flavor
- Jalapeño Freshness flavor
- Cucumber Freshness flavor
- Garlic juice & Molcajete salsa verde blend



“This is my spin on classic Alabama white sauce. I layered the rich mayo base with tart from tomatillo, aromatic bitter from the cilantro and green heat from jalapeño. The Freshness flavors surprise the palate and elevate all the other flavors to maximize impact.”

Chris Sutthoff
Concept Development Chef, NOAM



Our characterizing Freshness flavors,
designed from nature:

Herbs



Fruit



Vegetables



Want samples?

GivaudanFreshness™ usage

- Use-rate generally 0.1-0.2%
- Stable to many types of processing
- Liquid or Dry
- Oil or Water Soluble
- Delivery through seasoning blends

Regulatory

- All are natural, Kosher, Halal and vegan
- Many are NGPV and organic suitable
- Specify regulatory needs upon request

Let's talk!

Already have a Givaudan Account Manager?
Contact them and inquire directly.

If not, please email:
NOAM.Freshness@givaudan.com

Scan the barcode to find an
order form and discover more
culinary concepts using Freshness.

