



Company news

Geneva, 7 September 2021

Givaudan launches new Protein Hub at its Zurich Innovation Centre

Hub provides experts and technology to accelerate alternative protein development

Givaudan today expanded its global protein innovation network with a new Protein Hub at its flagship Zurich Innovation Centre in Kempththal, Switzerland. The Protein Hub builds on Givaudan's industry leading expertise in taste, texture, colours, proteins and ingredients, and provides the experts, technologies and equipment to help accelerate the development of alternative proteins.

"Around the world, many consumers are shifting to plant-based options and other alternatives for health and ethical reasons," said Louie D'Amico, President Taste & Wellbeing. "The Protein Hub brings together customers, start-ups, academics, chefs and other partners to co-create protein experiences that not only taste great, but are good for body, mind and planet."

Equipped with a state-of-the-art development kitchen and a pilot plant that includes a new high moisture extrusion machine, the Protein Hub is an integral part of Givaudan's global protein innovation network. Customers can come to the Protein Hub to work on all types of applications and every aspect of the product development process, from initial ideation and consumer insights to hands on prototyping sessions – all with the aim of getting products to market quickly.

Fabio Campanile, Global Head of Science and Technology, Taste & Wellbeing commented: "Creating delicious alternatives for meat, fish or dairy – from plant-based to fermented products – comes with a unique set of challenges and requires a holistic approach. At the same time, we realise that no one company can do this alone. We need to work together to address challenges, accelerate innovation and shape the future of food. The Protein Hub provides the ideal environment to make that happen."

The opening of the ZIC Protein Hub follows the launch of Givaudan's [APAC Protein Innovation Centre](#) in Singapore in April 2021.

The market for plant-based protein globally has reached USD 4.3 billion¹ and is projected to grow to USD 290 billion² by 2035.

¹ "Plant-based Meat Market by Source, Product, Type, Process and Region – Global Forecast to 2025", MarketsandMarkets.

² "Food for Thought: The Protein Transformation," blue horizon.





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About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances, with its heritage stretching back over 250 years, the Company has a long history of innovating tastes and scents. From a favourite drink to your daily meal, from prestige perfumes to cosmetics and laundry care, its creations inspire emotions and delight millions of consumers the world over. The Company is committed to driving purpose-led, long-term growth while leading the way to improve happiness and health for people and nature. In the fiscal year 2020, the Company employed almost 16,000 people worldwide and achieved sales of CHF 6.3 billion and a free cash flow of 12.8% of sales. Let's imagine together on www.givaudan.com.

About Givaudan Taste & Wellbeing

Powered by innovation and creativity, Givaudan Taste & Wellbeing aims to shape the future of food by becoming the co-creation partner of choice to its customers. Built on its global leadership position in flavours and taste, the Company goes beyond to create food experiences that do good and feel good, for body, mind and planet. With an expanded portfolio of products across flavours, taste, functional and nutritional solutions and a deep knowledge of the food ecosystem, Givaudan's passion is to collaborate with customers and partners to develop game changing innovations in food and beverage. Let's imagine together the future of food. Learn more at www.givaudan.com/taste-wellbeing.

For further information please contact

Pierre Bénaich, Givaudan Media and Investor Relations

T +41 22 780 9053

E pierre.benaich@givaudan.com

Kathleen Maksymec, Taste & Wellbeing Communications

T +41 79 211 8337

E kathleen.maksymec@givaudan.com