



GIVAUDAN CREATES UNIQUE SALT LANGUAGE TO GUIDE FLAVOUR CREATION

Latest sensory innovation enhances low sodium food product development

Dübendorf, 2 September 2010 – Givaudan has developed a unique sensory language called Sense It™ Salt which enables a more accurate description of the complex taste effects of salt in foods. Sense It™ Salt will enhance Givaudan's ability to create flavours that restore the taste aspects of salt and drive consumer preference in low sodium applications.

"It is now well understood in the food industry that salt is a very efficient and complex taste enhancer that goes beyond just making food taste salty. Salt has a range of taste effects over time which we have named 'The Salt Curve'," says Laith Wahbi, Global Product Manager, Savoury.

Using sensory panels of trained tasters, Givaudan has demonstrated that the taste effects of salt can be broken down into distinct temporal phases which strongly influence the flavour profile of the food product application being developed.

"We saw that the taste profile changed across the salt curve and concluded that the term 'salty' was no longer sufficient to describe the taste effects of salt or what happens sensorially when it is added, removed or replaced," says Sophie Davodeau, Global Head of Sensory. "The development of Givaudan's Sense It™ Salt language allows us to accurately assess the consequences of reducing salt and the performance of flavours or ingredients that are used to restore the taste of low sodium products."

Sense It™ Salt was developed using a global team of flavourists, application technologists and sensory scientists and is now fully integrated into the overall Sense It™ language that includes more than 350 descriptors with references covering aroma, taste and mouthfeel.

This unique sensory knowledge, combined with its expertise in salt enhancement technology will further strengthen Givaudan's TasteSolutions™ Salt capabilities to guide product development when collaborating with customers on sodium reduction projects.

"Reducing salt is no longer a trend, it is a game-changer where nutritional quality and 'healthiness' is a key factor in product development," adds Laith Wahbi. "We see Sense It™ Salt as a real breakthrough in addressing the industry-wide need to reduce salt."

Through TasteSolutions™ Salt and the Sense It™ Salt language, Givaudan is partnering with customers to reduce sodium levels in a range of applications - soups, sauces and snacks, ready-meals and cereals – without compromising on taste.

Furthermore, Givaudan is closely following and preparing for changes in individual countries' regulatory regimes with regard to sodium content, partnering with food manufacturers to think ahead and help them succeed in the market under these new stricter regimes.

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Notes to editors:

Givaudan Flavours is a trusted partner to the world's leading food and beverage companies, combining its global expertise in sensory understanding and analysis and consumer-led innovation in support of unique product applications and new market opportunities. From concept to store shelves and quick serve restaurants, Givaudan works with food and beverage manufacturers to develop flavours and tastes for market leading products across five continents.

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