

Fire

Boundless innovation

Experience the captivating world of fire through new, unique and versatile fire-inspired profiles. Crafted with an unparalleled portfolio of grilled, smoked, and culinary ingredients, our fiery signatures will differentiate your products and brands in the marketplace.

Unique approach

1
outstanding
fire maestro

Inspiration
Exploring the essence of fire, partnering with a famous flame maestro, embarking on Fire Treks and understanding consumers deeply.

70+
fire insights

35
talented culinary
& scientific experts

Talented Expertise
Our dedicated teams of flavorists, chefs, scientists, application specialists, and regulatory experts created unique fire profiles through seamless collaboration across regions.

5
years of research

Investment & Innovation
Years of dedicated scientific and culinary research, establishment of a brand-new factory exclusively dedicated to grill production. Continuously investing in state-of-the-art pilot grill machines to pave the way for future innovation.

Offering

45
flavour creations
worldwide

Fire-inspired flavour profiles
We have developed three distinct types of flavors to meet your specific requirements.

Pure fire experience: Elevate your product by adding a touch of fire.

Intense fire experience: enhance the taste of your recipe with a complex taste of fire and a characteristic flavour profile

Holistic fire experience: bring a recognisable local culinary note of a fire-cooked recipe

Signature
herbs, spices, sauces

Ingredient Profile
vegetable, fish, chicken, beef

Grill & Smoke
add fuel, type of cooking technique

Basic taste senses
salt, sweet, umami, sour, bitter



18+
fire shades

Fiery colour palette
Vibrant colour solutions to incorporate the essence of these flame kissed dishes and fire-inspired ingredients in your next culinary and/or snack creation.

Grill tonalities
Unique offering that replicates fresh-from-the-grill flavour, including drippings profile. Range of flavours from medium to strong impact and body

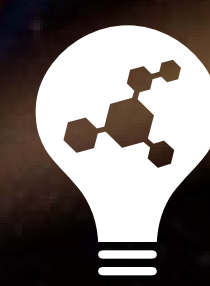
Your benefits



Signature Differentiation
Elevate your product's presence in the marketplace with our distinctive offerings, designed to address your product development needs. Delivering unmatched and distinctive fiery notes that set your brand apart.



Product Development Efficiency
Streamline your product development process and reduce ingredient complexity by incorporating our fiery notes.



Innovative Ideas
Ignite innovation in flavor directions and profiles by partnering with us. Our team brings fresh and inventive ideas to the table, inspiring new food concept developments that harness the captivating allure of fire, grill, and smoky flavors.

Ready to ignite boundless possibilities?

Reach out to us at global.culinary@givaudan.com to arrange a customer meeting and embark on this fiery adventure!

Givaudan
Human by nature