

Geneva, April 22 2024

Givaudan to showcase the power of botanicals at Vitafoods Europe with consumer-centric experiences that deliver proven benefits and superior taste

New research and inspiring wellness concepts will highlight the power of combining sustainably sourced botanicals, scientific rigour, and a deep understanding of taste to create the next generation of health and wellness experiences.

Givaudan will showcase consumer-inspired concepts such as instant drinks and gummies that feature its branded botanical ingredients at Vitafoods Europe (14-16 May 2024 in Geneva). These new concepts will demonstrate effective ways of addressing the growing demand for immune support, urinary tract health, cognition, relaxation, energy, and gut health.

Designed to ensure an optimal sensory experience and accompany consumers throughout the day, each of the concepts features solutions from Givaudan's extensive portfolio, including health, taste, and flavours ingredients. The early morning concept presents an instant drink, providing a boost of natural caffeine with our innovative guarana extract, paired with a citrus flavour. For midday, the concept comes in a refreshing peppermint-flavoured gummy format, featuring Cereboost™ Givaudan's American ginseng that has been demonstrated to support attention and memory. Finally, the evening concept offers a relaxing experience, leveraging the power of valerian in a gummy format with a tasty black tea peach flavour.

Amandine de Santi, Ingredients Portfolio Director, Taste & Wellbeing Europe at Givaudan, said: "The nutra market is in the midst of a revolution, with a growing number of consumers seeking great-tasting food supplements supported by scientific research. Achieving a balance between efficacy and palatability is crucial. Givaudan leverages its in-depth knowledge of taste to successfully address off-notes in active botanicals using our extensive range of masking and flavouring solutions. By sharing our expertise in both taste and botanicals with our customers, we are able to co-create appealing consumer experiences that offer powerful benefits and that satisfy the desire for great taste backed by sound science."

Reflecting its commitment to science-backed ingredients, Givaudan will unveil the results of a ground-breaking clinical study on Pacran™ during the event. Pacran™ is an extensively studied whole cranberry ingredient for urinary tract health. This study showcases the efficacy and reliability of Pacran™, further reinforcing Givaudan's expertise in developing science-backed nutra solutions.



Visitors can learn more about the clinical study by attending a presentation in the New Ingredients Theatre on May 14 at 3:30pm CET.

Vitafoods visitors will also be able to further explore online the science and sourcing stories behind many of these powerful botanicals on Givaudan's new [Health & Nutrition Hub](#), which showcases the company's portfolio of branded ingredients. This new digital platform illustrates how natural ingredients, careful raw material selection and sustainable practices, combined with scientifically proven benefits, can help customers differentiate their end products to resonate with consumers.

Givaudan will welcome visitors to Vitafoods Europe at stand G110.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2023, Givaudan employed 16,260 people worldwide and achieved CHF 6.9 billion in sales with a free cash flow of 13.3%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at 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. This is Givaudan. Human by nature. Learn more about how we are shaping the future of food at www.givaudan.com/taste-wellbeing

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