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Where science
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PRESS RELEASE

IFF launches interactive platform to inspire adult beverage innovation

Named “SipScape”, the platform offers insights into the alcohol-adjacent space, with new personas showcasing the evolving beverage consumer landscape

NEW YORK –Sep. 9, 2025 -- [IFF](#) (NYSE: IFF), a global leader in food, beverage, health and wellness, has unveiled [SipScape](#), a new platform designed to inspire innovation across the rapidly evolving adult [beverage](#) landscape. It offers actionable insights and trends, including product design, flavor modulation and sweetness reduction in no-and low-alcohol beverages. The platform also highlights IFF’s expertise in incorporating botanicals, natural colors and other functional additions based on current trends and market demands.

“Understanding how and why people drink today is essential to staying ahead,” said Fernanda De Paula, vice president of global beverages category for IFF Taste. “Consumers are looking for more than a buzz, and drinks are no longer defined solely by their alcohol content. The most successful new products are those that reflect people’s values, fulfill specific occasions and genuinely resonate with their needs. When done right, beverages can turn fleeting moments into joyful and meaningful experiences. SipScape is a vibrant virtual social scene, where brands can meet today’s beverage consumers, learn more about their preferences and uncover exciting innovation opportunities.”

Visitors to SipScape will benefit from deep explorations fueled by [PANOPTIC](#), IFF’s proprietary trend and foresight capability. PANOPTIC has decoded cultural and consumer drivers, providing new insights into current shifts in the beverage market—such as the rise of conscious consumption and moderation among younger consumers. SipScape introduces five new consumer personas, each paired with distinctive concepts that reflect their unique preferences and motivations.



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Meet two of the Sipscape's Resident Sippers:

- **Eternal Explorer, Eva**

Eternal Explorers, like Eva, are “rebels with a cause,” driven by a desire to create positive impact. Progressive and globally minded—similar to some members of Generation X and baby boomers—they have the means and mindset to support ethical brands through conscious choices.

Go-to concepts for Eternal Explorers include:

- **Once Upon Oaxaca Cocktail** - a 5% ABV cocktail featuring Mexican flavors like mezcal and palo santo.
- **Mango Sticky Rice Flavored RTD Green Tea** - a refreshing green tea packed with vitamins, immune support and natural energy.

- **Good-Time Guru, Gemma**

Rebellious and disruptive, Good-Time Gurus are drawn to brands that not only understand their priorities but also celebrate them. Often Generation Alpha and Generation Z consumers, they value sensorial escapism, experimentation and personalization.

Go-to concepts for Good-Time Gurus include:

- **Hopped Pineapple Lemonade** - an 8% ABV beverage that fuses tropical fruit with the crisp bite of hops.
- **Dragon's Zen Sparkling Energy Drink** - a zero-alcohol sparkling energy drink with balanced sweetness and a sophisticated flavor profile.

Explore SipScape: <https://iffapps.com/sipscape/>

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Welcome to IFF

At IFF (NYSE: IFF), an industry leader in food, beverage, health, biosciences and scent, science and creativity meet to create essential solutions for a better world – from global icons to unexpected innovations and experiences. With the beauty of art and the precision of science, we are an international collective of thinkers who partners with customers to bring scents, tastes, experiences, ingredients and solutions for products the world craves. Together, we will do more good for people and planet. Learn more at iff.com, [X \(Twitter\)](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

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