

FOR IMMEDIATE RELEASE

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Where science  
& creativity meet

## TRADE RELEASE

### IFF Unveils Groundbreaking Food and Beverage Innovations at Gulfood Manufacturing 2024

*Themed “Make joy through science and creativity”, concepts will focus on transforming megatrends and innovations into opportunities for the industry*

**DUBAI, United Arab Emirates – Oct. 23, 2024** – IFF (NYSE: IFF) is set to unveil a series of groundbreaking food and beverage innovations at Gulfood Manufacturing 2024, from 5-7 Nov., Dubai World Trade Center, Hall 8, booth A8-4, leveraging cutting-edge technologies and deep consumer insights. This year’s theme, “Make joy through science and creativity,” underscores IFF’s focus on transforming megatrends into tangible opportunities for the industry.

“We aim to revolutionize the food and beverage industry with innovative solutions that exceed market demands,” said Helga Moelschl, regional president, AMETI, Nourish, IFF. “Our approach combines scientific expertise with a relentless spirit of creativity and agility. We are excited to present concepts that embody these principles. Visitors will experience firsthand how our sustainable and affordable solutions deliver unparalleled sensory delight and functional health benefits.”

IFF will showcase a diverse range of new concepts inspired by key consumer trends like Experiential Delight, Health, and Affordability across various categories, including beverages, dairy, snacks, bakery, culinary, bars and confectionery. These innovations highlight IFF’s technical expertise and creativity in helping manufacturers create products with sensory appeal and functional health benefits, while also reducing costs.

Visitors to the double-story booth can experience the following food and beverage concepts:

- **Cost-efficient dairy drink:** Concepts containing IFF's unique system of specialty stabilizers, emulsifiers, patented flavor technology, and innovative top notes offers impactful savings on the full product composition without compromising on the sensory profile and stability compared to standard milk. Solutions are showcased in plain milk and sweetened flavored versions, all offering higher calcium levels than standard milk.
- **Fizzy beverage with innovative flavors:** Designed to connect with consumers’ emotions while offering the benefits of an energy drink, IFF researchers developed IFF Beyond Hedonics™, a toolbox of proprietary consumer research methodologies, to align flavors with functional benefits (IFF Ingredient HealthScape™) and affective states such as energy, happiness, focus and fun (IFF Flavor Feelings™). By leveraging these insights, IFF can help manufacturers build a stronger connection between their brands and consumers.



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- **Reduced tomato paste in tomato-based sauces:** Powered by IFF CURE™, IFF's Core and Uncommon Replacements & Extenders, this system blend reduces tomato paste by 30 percent or more in ketchup, tomato paste and tomato-based sauces, maintaining flavor, texture, and quality while offering a cost-effective and sustainable alternative for manufacturers.
- **International fusion in snacks:** Inspired by both Asian and European culinary traditions, these snack concepts cater to the 'epicuriosity' trend, encouraging consumers to explore new aromas and tastes.
- **Cocoa reduction in cookies and chocolate drinks:** IFF's innovative flavors and ingredient solutions can help mitigate the impact of cocoa price fluctuations, ensuring that the taste and functionality of cookies and chocolate drinks are preserved even with reduced cocoa content. This approach addresses cost concerns and maintains the high-quality sensory experience that consumers expect.

To learn more about IFF's innovations and how they can transform products, visit [here](#).

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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](http://iff.com), [X \(Twitter\)](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

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