



IFFI Startup event, 14 September 2022

Partnering with Startups

Our flavour house perspective

- SME flavour house (HC 42), 500 mT flavourings, liquid and powders
- 800 raw materials, 70 suppliers, global sourcing
- Creative compounding expertise and idea generation at our core
- At present, frequent involvement with 'startups' on sales side.
- Access to (flavour) raw materials that make the difference is key!

No startups involved on the supply side .. uncharted territory for us



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Startup involvement will extend to supply side as well

- Supplier end
 - From Global to Local / Regional Sourcing
 - New tools needed for Plantbased, Natural, Health and Sustainability.
 - Support meeting our supplier entry requirements
- Customer end
 - Attractive business proposition already in place
 - Benefit of flavour collection
 - Upscaling and concept development support (grow and follow)



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Challenges to overcome – specific to flavours

- Supplier end
 - Recovering price premium beyond taste challenging (origin, sustainability)
 - Strict EU flavour legislation (positive list)
- Customer end
 - Initial opportunity assessment
 - First sample is from collection, final sale often tailor made!
 - Role of flavour and capabilities