



# Italian Inspiration *Seasoning Collection*

symrise 

EAME Snacks Category

## Step 1: Market Trends

### *Health & Wellness*



In the past, 'healthy snacks' struggled to gather interest among consumers due to its association with *diminished taste*. However, manufacturers have recently begun to focus on negating this perception by *improving the quality of the products, whilst promoting a new taste with greater impact.*

## Step 2: Consumer & Customer Insights

### *Mediterranean Appeal*



Mediterranean food is well-known and one of the favourite cuisines around the world. It resonates in consumers' mind with *health, taste & holidays*. A Mediterranean inspired flavour on snack might therefore be associated with a *healthy and tasty* product consumers will enjoy without any guilt!

**snacks to savor**  
for great snacking moments

# Step 3: Product Trends

## Identifying Flavour Trends through NPD



# Step 4: Finding a Solution

## *Inspiration & Innovation around Italian Taste*



Market Deli  
**Balsamic Vinegar of Modena** Potato Chips, UK



PopCrinkles  
**Sweet BBQ** Flavoured Popped Potato Crinkles, Israel



Happy Hour  
Savoury Leaves Crackers with **Italian Cheese**, Spain



Sainsbury's Taste The Difference  
**Sea Salt & Mixed Peppercorn** Flavour Crisps, UK



Vicente Vidal  
**Ham** Flavoured Crisps, France,



Gårdschips **Lime & Black Pepper** Potato Crisps Denmark



Funny-Frisch  
Chipsfrisch Viva Italia! **Pizza** Flavoured Crisps, Germany



Pandolio  
Pandolietti Olive Oil Snacks with **Rosemary**, Italy

# Step 5: What Symrise offers

## *Italian Concepts*



**snacks to savor**  
for great snacking moments



*always inspiring more...*

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