

symrise 

Authentic Middle East

Seasonings Collection

snacks to savor
for great snacking moments

Step 1: Market Trends

Consumers are looking for sensational experiences



1. EXPERIENTIAL
New frontiers

A DESIRE TO...
Enjoy unknown universes!

- Live faster, deeper, higher
- Spice up the established
- Conquer new worlds and realities

I AM VIVRANT.

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Step 2: Consumer & Customer Insights

Sensational experiences come from taste travels!

A photograph of a camel caravan in a desert, with people riding camels and walking alongside them. The scene is bathed in warm, golden light, suggesting a sunset or sunrise. The camels are in a line, and their shadows are cast on the sand.

Cultural and geographical lines are blurring, especially when it comes to food. Curiosity and the love of exploring “new tasty territories” drive consumers to experience the unknown with pleasure and open-mindedness. The thirst to try and test new flavors has become more elaborated, differentiated and expanded. Consumers are eager to experience culinary specialties that are as authentic as possible or freshen up their gustatory memories.

“Forget about your run of the mill Chinese or Mexican spots, chefs are highlighting the lesser known culinary traditions of countries [...] and specific regional cuisines [...]. Chefs are also exploring more exotic spices and flavors [...]”. Andrew Freeman, hospitality and restaurant consultant in his Trend Forecast 2014

Step 3: Product Trends

Middle East products inspiration across EAME



Zapetti Lebanese-Style Tabbouleh with Parsley & Mint
France, June 2016



Moroccan Couscous with Chicken, Merguez & Meatballs
France, March 2016



Moroccan Chicken Tagine
UK, September 2016



Falafel Wrap
Finland, April 2016



Turkish Style Kebab Pizza
Poland, September 2016



Chicken Döner Pizza
UK, July 2016



Lahmacun
Netherlands, July 2016

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Step 4: Finding a Solution

Where internal knowledge meet seasoning development



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Step 5: Advance our Value Proposition

Our authentic Middle East Collection



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always inspiring more...

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