

symrise 

Gourmet touch

Seasoning Collection

snacks to savor
for great snacking moments

Step 1: Market trends

Staying in is the new going out!



Entertaining friends and family at home, spending a intimate moment with your loved one or just treating yourself, *snacks must take a whole new dimension to answer the growing number of consumption moments.*

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Step 2: Consumer & Customer Insights

How to bring a gourmet touch on the snack market



Consumers are looking for a premium experience while consuming snacks. Customers offer superior process (i.e. hand-cooked) which needs to be complemented with exceptional flavour in term of inspiration, delivery and back of pack declaration.

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Step 3: Product Trends

Gourmet inspiration



HANDMADE IN ENGLAND

JOE & Seph's
GOURMET POPCORN CHEF & CONNOISSEUR

FEVER-TREE TONIC WATER (Orange)
FEVER-TREE Naturally Light TONIC WATER
FEVER-TREE MEDITERRANEAN TONIC WATER
FEVER-TREE ELDERFLOWER TONIC WATER
FEVER-TREE PREMIUM LEMON TONIC

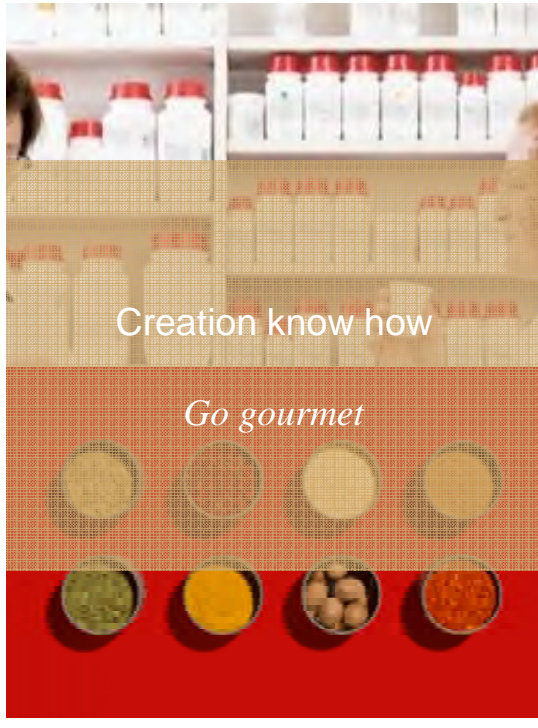
*Handmade
Gourmet
Connoisseurship*

*1 product tailored infinitely to suit
the right mood and the right moment
of consumption*

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Step 4: Finding a Solution

Symrise agility makes the difference



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Step 5: Advance our Value Proposition
Our gourmet touch offer



Scottish Mature
Cheddar & Balsamic
Onion



Mozzarella, Porcini
& Garlic



Pastrami, Dijon
Mustard & Dill



Strawberry White
Wine & Black
Pepper

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