

Where science meets sensation

IMPORTANCE OF FLAVOURS IN INNOVATIVE FOOD DESIGN

Flavour First- The Core of Innovative
Food Design

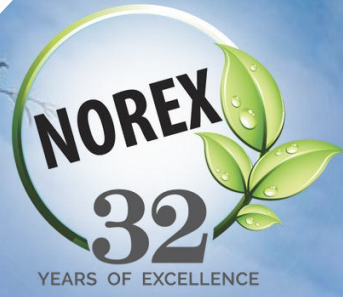
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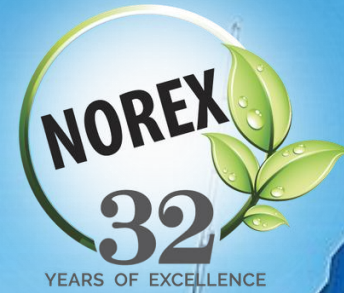
Senior Flavourist

Norex Flavours Private Limited





Menthol & Mint Products **Unit 1**



Fragrances, Flavours & Essential Oils **Unit 2**





Established
Legacy of **3**
Decades



80 Countries
supply-Chain



Eco Vadis Gold
Rating
& **SAI-FSA** silver
rating



3000
MT+

Manufacturing and
export with
turnover of
>US\$ 40 MILLION



100%
Quality
Assurance



Norex has its,
wholly owned
subsidiary in the
USA & Singapore



4 Categories

of products Menthol
& Mint Oils,
Flavours ,
Fragrances &
Essential oils



>200+
Team



Norex has its
office in **Dubai** &
stockholding
facility in
Rotterdam

NOREX PREFACE



THE IMPORTANCE OF FLAVOURS

IN INNOVATIVE FOOD DESIGN

1. DRIVES CONSUMER EXPERIENCE

Great flavour creates memorable experiences that delight and build loyalty.



2. ENABLING INNOVATION

Unique and exciting flavours inspire new product concepts and combinations.



4. DIFFERENTIATES YOUR BRAND

Signature flavours create a strong identity and set you apart in a crowded market.



5. ADDS VALUE ACROSS THE FOOD JOURNEY

From concept to launch, flavour enhances product success, repeat purchases and long-term growth.



3. MEETS EVOLVING CONSUMER NEEDS

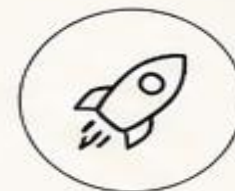
Flavours help create healthier, sustainable and culturally relevant options.



CONCEPT



DEVELOPMENT



LAUNCH



LOYALTY

Great flavour. Smarter innovation. Better food for a better future.



THE IMPORTANCE OF FLAVOURS IN PLANT PROTEINS

Flavours transform plant protein from acceptable to enjoyable – driving taste, acceptance and repeat choice.

PLANT PROTEIN CHALLENGES



UNWANTED OFF-NOTES

Beany, grassy, earthy notes can reduce liking.



BITTERNESS & ASTRINGENCY

Compounds like saponins and polyphenols cause bitterness and dryness.



CHALKY MOUTHFEEL

Many plant proteins feel grainy or chalky.



GREAT FLAVOUR DRIVES SUCCESS

- ✓ Increases consumer acceptance and repeat purchase
- ✓ Enables clean label and natural formulations
- ✓ Supports innovation across beverages, snacks, nutrition and meat alternatives
- ✓ Differentiates brands in a growing market

HOW FLAVOURS MAKE THE DIFFERENCE



MASK OFF-NOTES

Citrus, berry, mint and other top notes help mask beany, grassy and earthy notes.



BALANCE & ENHANCE

Sweetness modulators, umami and savoury flavours balance bitterness and add depth.



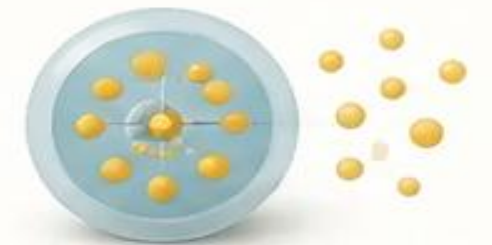
IMPROVE MOUTHFEEL

Creamy, milky and buttery notes with fat mimetics reduce chalkiness and dryness.



PROTECT & DELIVER

Encapsulation technologies protect delicate flavours and ensure stability and controlled release.



APPLICATIONS ACROSS PLANT PROTEIN PRODUCTS



PROTEIN BEVERAGES



DAIRY ALTERNATIVES



MEAT ALTERNATIVES



NUTRITION BARS & SNACKS



SOUPS & SAVOURY PRODUCTS





















GREAT FLAVOUR. STRONGER FUTURE.

Flavours make plant-based products delicious, desirable and better for the planet.

Common Off-Notes & Suitable Flavours

in Plant Protein Foods

OFF-NOTE	DESCRIPTION	COMMON IN	SUITABLE MASKING FLAVOURS (Examples)
 BEANY	Beany, cooked bean, leguminous note	Soy, Pea, Faba bean	  Vanilla, Cocoa, Caramel, Hazelnut
 GRASSY	Green, grassy, vegetative note	Pea, Rice, Hemp	  Mango, Berry, Citrus, Tropical fruits
 EARTHY	Earthy, muddy, dusty note	Pea, Soy, Brown Rice	  Coffee, Chocolate, Roasted, Hazelnut
 BITTER	Bitter taste from proteins, saponins or polyphenols	Most Plant Proteins	  Sweet Notes (Vanilla, Caramel), Fruit, Dairy Notes
 METALLIC	Metallic, tinny, mineral note	Pea, Rice, Hemp, Fortified Proteins	  Vanilla, Caramel, Cocoa, Creamy Dairy Notes
 CHALKY	Dry, powdery, chalk-like mouthfeel	High Protein Beverages, Pea, Rice	  Creamy Dairy Notes, Malt, Coconut, Oat, Vanilla



The right flavour system balances, suppresses, or distracts from off-notes and enhances overall acceptance of plant protein foods.

Flavour Innovations and their Global Reach

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This report highlights evolving consumer preferences and showcases four innovative flavours set to shape the food and beverage industry.

PINEAPPLE | UBE (PURPLE YAM) | SUDACHI | FERMENTED AND PICKLED FLAVOURS

- As consumers seek bold, unique, and health-conscious options, these flavours blend indulgence, wellness, and cultural authenticity—helping brands stay ahead of emerging trends.
- From nostalgic sweetcorn to bold fermented and pickled notes, these trends reflect a shift toward adventurous, sensory-rich experiences, helping brands create products that drive excitement and loyalty in a competitive market.



PINEAPPLE

A tropical favourite, pineapple combines indulgence and wellness, offering versatility and emotional uplift across food and drink categories.

Why Pineapple?

- **Emotional uplift**

In challenging times, consumers seek comfort and escape—pineapple delivers both with its familiar taste and bright, uplifting tropical appeal.

- **Versatile**

Pineapple's versatility across beverages, sweet and savoury applications adds a vibrant sweet-tart punch that elevates overall flavour profiles.

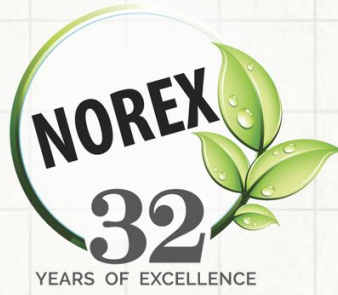
- **Health and wellness appeal**

Rich in vitamin C, manganese, and enzymes, pineapple offers powerful health benefits while delivering a better-for-you indulgence with exciting flavour.

- **Global adoption**

Pineapple's cultural appeal—tropical and exotic in the West, everyday in other regions—adds strong emotional connection to pineapple-flavoured products.





Brands can use these attributes to connect emotionally with consumers and position pineapple products as uplifting and pleasurable choices.

Emotional uplift with Pineapple



Amäzi Piña Colada Dried Pineapple (US)

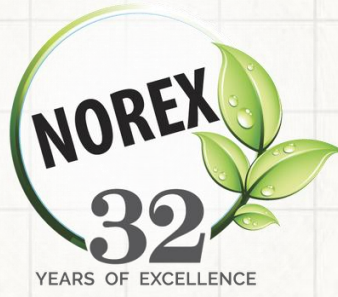
Amäzi Piña Colada Dried Pineapple is inspired by the tropical cocktail piña colada. It consists of coconut and pineapple as ingredients and is said to evoke escapism to a tropical paradise.

Pineapple: better-for-you indulgence

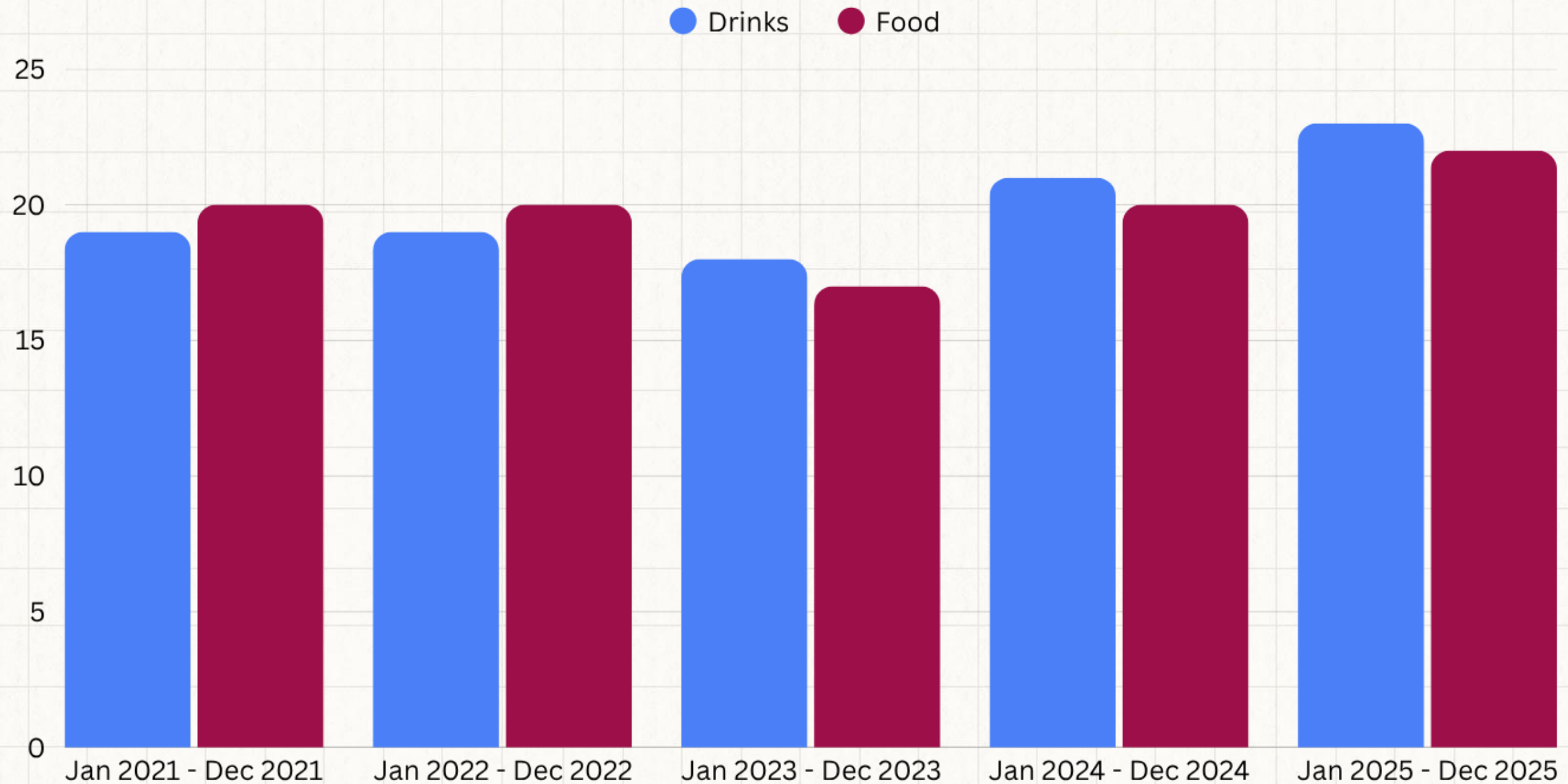


De La Calle! Tropical Ponche Tepache Modern Mexican Soda

Consumers continue to be interested in gut health, sustainability and authenticity of food and drink. Tepache, a traditional, lightly fermented Mexican beverage made from pineapple peels and cores, to align with gut health as well as authentic and sustainable product positioning



Global pineapple-flavoured food and drink launches have shown consistent growth over the past five years (2021–2025).



Source: Mintel GNPD, January 2021-December 2025 (food, drink)

Pineapple: versatility and global reach

In drinks and desserts or savoury dishes and sauces, pineapple's versatility makes it a star ingredient. Its many uses showcase its worldwide popularity

Meat snacks



JD Jing Zao / J.Zao Pineapple Beef contains large pieces of pineapple and cut beef. It is a ready to eat snack (China).

Fermented milk drink



Dinely Fermented Milk Drink with Pineapple and Coconut contains pineapple and coconut preparation (Brazil).

Cooking sauces



Goya Mojo Piña Sweet N' Savory Pineapple Marinade is a sweet and savoury blend of pineapple juice, garlic and crushed red peppers. It is a suitable marinade for chicken, beef or pork (US).

Why ube (purple yam)?

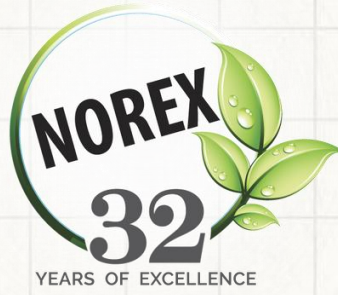
Visual appeal

1. Ube's striking purple hue makes it highly photogenic and perfect for social media, where visually appealing foods often go viral
2. This 'Instagram able' quality is a significant driver of its popularity.

Cultural authenticity meets novelty

1. Ube is a staple of Filipino cuisine, gaining global popularity as more people seek authentic flavours.
2. For those who grew up with it, ube brings a sense of nostalgia; for others, it offers an exciting, exotic taste.





Ube: a gateway to approachable-yet-exciting flavour innovation

A mildly sweet, nutty and creamy flavour, with notes of vanilla and coconut.

Brands can pair ube with flavours like vanilla to make it more approachable and appealing to a wider audience. This can help bridge the gap for consumers who may be less familiar with ube, leveraging its creamy and mildly sweet qualities to create products that are both novel and comforting.

Natural Appeal

Consumers are interested in natural ingredients and clean-label products and seek foods that are free from artificial colours and additives. Ube is a naturally vibrant root vegetable.

Moreover, purple foods, including ube, are noted for being rich in anthocyanins, which may help prevent inflammation, diabetes, cancer and heart disease. The health benefits and vibrant colour of such ingredients are key factors in their popularity and perceived healthfulness.

Ube finds its way in food and drink

Ube, introduced into well-known and/or traditional products and categories, can elevate their appeal and offer exciting flavour experiences with brands.

Sweet biscuits/cookies



Honolulu Cookie Company Ube Mini Bites. Ube has been introduced in a range of patented pineapple shaped cookies for broader appeal (Canada).

Dairy-based ice cream and frozen yogurt



Selecta Super Thick Ube Royale Ice Cream offers the richness of native kinampay ube in every scoop (Philippines).

Cakes, pastries and sweet goods



Favorite Day Ube Cheesecake Empanadas are tender pastries filled with a sweet, artificially flavoured ube cheesecake filling (US).

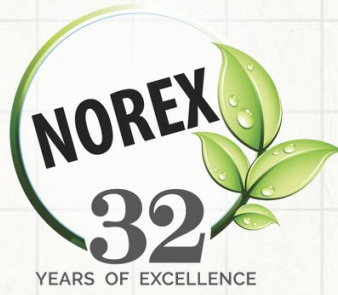
Why sudachi?

Next-level citrus flavour

Citrus and tropical flavours are redefining refreshment across categories.

Sudachi's tart, aromatic profile works well in cocktails, mocktails, teas and sparkling waters, adding a refreshing twist and pairing perfectly with ginger or yuzu.





Sudachi flavour experiences across food and drink

Sudachi can also ride the interest in citrus for wellness as citrus fruits are associated with vitamin C, immunity and a refreshing, clean flavour. Importantly, sudachi's intense taste means a little goes a long way without adding calories or sweeteners

Flavoured alcoholic beverage



Kirin Honshibori Hetsuka Daidai & Citrus Liquor Drink is crafted with grapefruit, yuzu, lemon, sudachi, kabosu and Henzuka Daidai (Japan).

Dressings and vinegar



Marusho Sudachi Ponzu Rice Vinegar is made with sudachi citrus and kombu seaweed ponzu, perfect for Japanese dishes (Spain).

Instant noodles



Sapporo Ichiban Salt Ramen Noodles with Sudachi & Japanese-Style Broth are made with the umami of bonito and kombu seaweed, and fresh aroma of sudachi citrus (Japan).

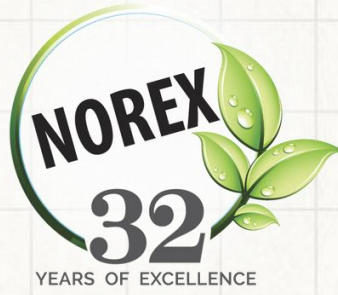
Why fermented and pickled flavours?

Bold and authentic

Gen Z (born 1997-2004) and Millennial (born 1981-96) consumers are driving the fermented and pickled trend toward bolder, more complex flavours. They're drawn to the refreshing and punchy taste.

Social media trends and viral challenges often influence their discovery of these flavours.





Health, wellness and gut-friendly appeal

- The rise of fermented flavours aligns with the growing consumer interest in gut health and probiotics. Fermented foods like kimchi, kombucha and yogurt are often associated with digestive benefits, making them attractive to health-conscious shoppers.
- By incorporating these flavours into snacks and beverages, brands can tap into the dual appeal of bold taste and perceived health benefits.

Fermented/pickled food and drink: taste for tang set to continue

Bold and deep taste profiles of fermented and pickled products can help cut through the monotony of plain, classic flavours.

Flavoured alcoholic beverage



Familie Kesbeke Sour Bom Shot is a sour bomb and hits like a can of pickles on an empty stomach. It is said to be fresh, spicy and biting sour, giving a full punch to your taste buds (Netherlands).

Pickled condiment



FreeStyle Snacks Kickin' Picks Pickle Chips are crispy, crunchy pickles. They offer a classic crunch with a modern punch (Canada).

Table sauce



Peckham Sauce Co. Batch Two Hot Sauce is fermented and designed to subtly add a sweet and tangy kick to any dish (UK).

Go with your gut: the fermented foods trend

Shoppers are focusing more on gut health. Fermented food and drinks products are trending as brands emphasise natural, functional ingredients that support digestion.

Pickled condiments



Sprouts Farmers Market Authentic Korean Spicy Raw Kimchi is made the authentic Korean way, using crisp Napa cabbage fermented in a mixture of green onion, garlic and red chili pepper to create a spicy, sweet, tangy and flavourful food (US).

Drinking yogurt and liquid cultured milk

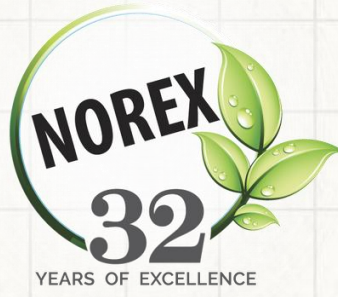


Yomo Rinforzo Multifruit Flavoured drinking Yoghurt contains 20 billion LGG ferments per bottle and no added sugars with vitamins B6 and D to help functioning of immune system (Italy)

Kombucha and other fermented drinks



OH MyFood Superfood Prune Kombucha contains approximately 17g dietary fibre and 100mg probiotic fermentation powder per 100ml (China).



Kimchi Firecracker Mad Angles

Fermented Funk. Fiery Crunch. Snack Without Rules!

Made with a blend of real kimchi spices for an authentic taste hit.

Super-crunchy, angular chip format that's fun to eat and share.

Limited edition drop designed for maximum social buzz and FOMO.

Bright, chaotic packaging that stands out on shelf and in selfies.



Kimchi Firecracker Mad Angles

Ube & Pistachio Layered Delight

A joyful fusion of ube and pistachio in creamy, colorful layers.

Blends a novel Asian flavor with a familiar Indian favorite.

Colorful, eye-catching presentation for festive appeal.

Topped with crunchy pistachio bits for added texture and indulgence.

Alternating layers of real ube and pistachio ice cream for a unique look and taste



Innovative food design doesn't just feed people —
it creates unforgettable flavour journeys.

Thank You!

