

Ginger & Yuzu

2021 Superheroes

FLAVORS
OF THE YEAR
2021



**Ginger
& Yuzu**
Firmenich

Pantone has announced the combination of two colors which are **Ultimate Grey** and **Illuminating** to represent the year ahead. So too does the Firmenich Foresight & Trenz Team propose two flavors to represent the 2021 Firmenich Flavor of the Year.

The **Ginger Root & Yuzu Fruit** present a strong flavor pairing. Respectively and together the flavors embrace a **global message of health, wellness, strength and heroism** for 2021.

This year selection clearly reflects the consumer shift which was seen. People are looking for more than just great taste from their food & beverages during these times, they are placing newfound **importance on nutrition and wellbeing.**

The **Super Ginger Root & the Super Yuzu Fruit** is a not very **common but unique mixture.** Together or separately, they will bring the support needed for this new year.

"Each of them, in their own right, is symbolic of the consumer's desire for a sense of normalcy and healing."

Mikel Cirkus global creative director at Firmenich

Ginger, Tradition meets modernity

Healing
Herbal
Strengthening
Medicine
Wellbeing



Ginger is most recognized for its properties to warm, detoxify, aid in digestion and, perhaps, most celebrated for its unique immunity-boosting powers.

According to Jeff Schmoyer, global head of human insights for taste & beyond:

"Ginger, with its mottled grey peel and rhizome, is indicative of 'root toughness, people and societies have powered through the greyest of times, and just like a root being pulled from the earth, what emerges is considerable strength."



Yuzu, Powerhouse of vitamins and antioxidants

Fertility
Happiness
Wintertime
Unrivaled
aroma

Beyond its super flavor and aroma, **yuzu's** global popularity is growing thanks to its reputation as a powerhouse of vitamin C and antioxidants. Yuzu fruit is simultaneously sweet, floral and tart.

According to Firmenich's master flavorist Philip Curan:

"Yuzu is a wonderfully refreshing, citrusy and fragrant flavor, which tastes great in everything from savory to beverages and even baked goods."



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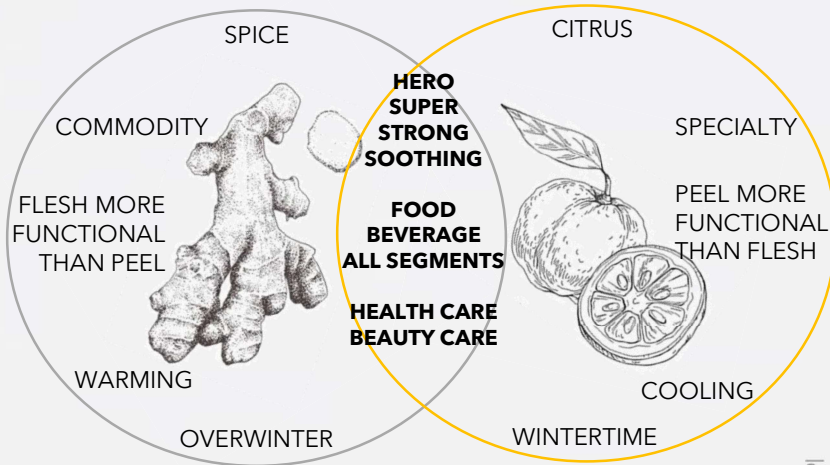
**Ginger
& Yuzu**

EUROPE Ginger & Yuzu Flavor Collection

For more information about recommended applications, dosage rates, or to order flavor samples, please contact your Firmenich Account Manager.

Ginger & Yuzu can be consumed separately but also together!

Commonalities Yet **Distinctly Unique**... Why (not) mixing them both ?



Source: SOCIAL MEDIA INTELLIGENCE

CREATIVITY & FUNCTIONAL BENEFITS

This combo is **unique** & brings an opportunity when mixing **functional benefits, pleasure (playful complex mix of fragrances and tastes), wellness & newness.**

PREMIUMNESS

When combined, they support **sophistication** and bring more **freshness** than them alone by **enhancing & enriching flavors.** Indeed, this combo brings a **twist of premiumness** and help with **reinventing** some classics.

