

FLAVORS  
OF THE YEAR  
2021

Firmenich



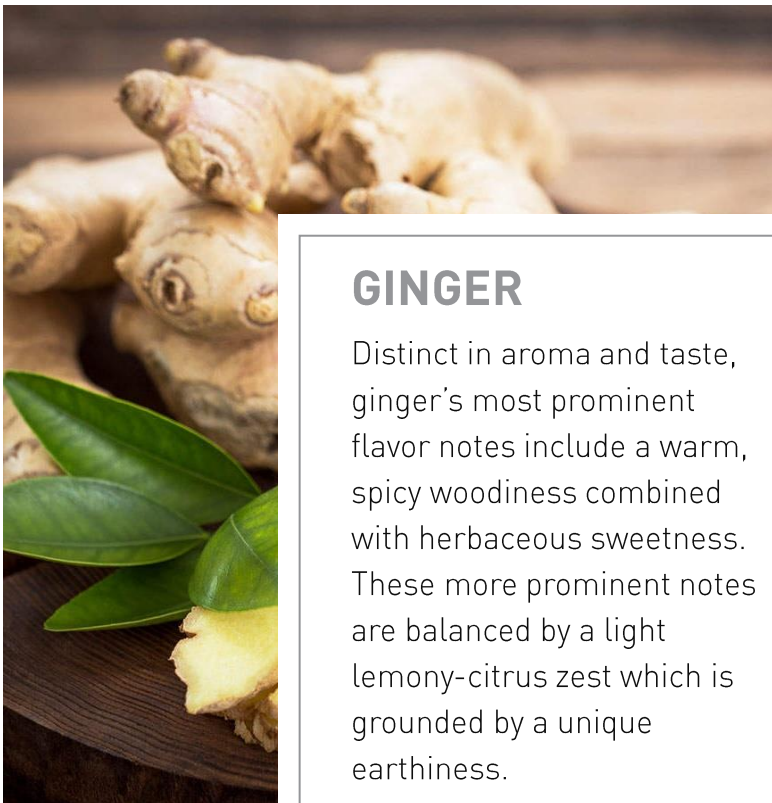
## Ginger & Yuzu

For the first time ever, we have selected two Flavors of the Year for 2021: Ginger and Yuzu.

Following an unprecedented year of uncertainty, the two flavors represent the world's collective desire for strength and optimism.



While 2020 was a year of increased polarization and isolation, **2021 will be a year for unification. The combination of separate elements, while preserving their individuality when joined, improves lives and keeps optimism alive** as our society reflects, resets, and forges ahead.



### GINGER

Distinct in aroma and taste, ginger's most prominent flavor notes include a warm, spicy woodiness combined with herbaceous sweetness. These more prominent notes are balanced by a light lemony-citrus zest which is grounded by a unique earthiness.

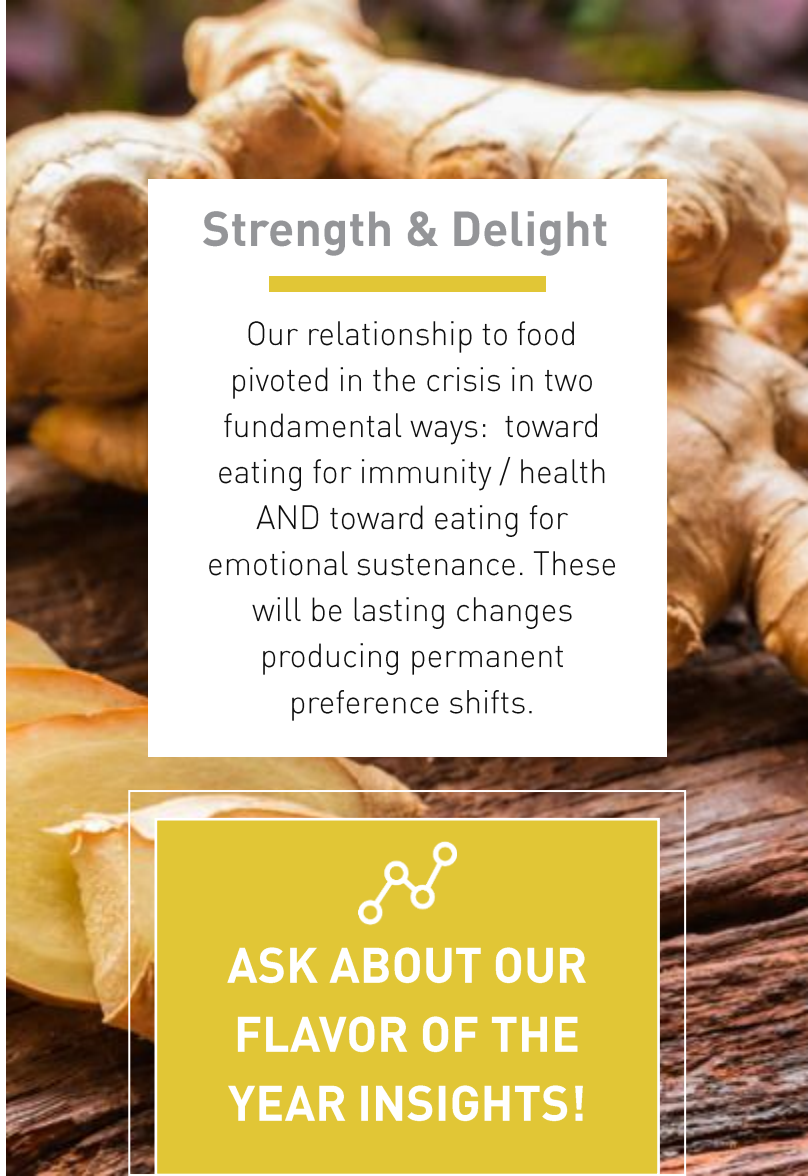


### YUZU

As a whole, yuzu fruit is at once sweet, floral and tart. Yuzu's fragrant peel is dominated by floral, green, balsamic and thyme notes, while its juice is delicate, with more prominent floral characteristics which are offset by slightly earthier coconut and woody green notes. Yuzu's citrus oil is gently extracted from the peel to create all-natural yuzu flavors.



It was important that this year's selections be a wonderful, unique flavor, but also clearly reflect the real consumer shift we've seen. Our Human Insights Covid surveys have revealed that people are looking for more than just great taste from their food and beverages during these times; they're placing new-found importance on nutrition and wellbeing. This is what inspired us to choose two exciting flavors which can enhance both. - **Emmanuel Butstraen**  
President, Taste & Beyond



## Strength & Delight

Our relationship to food pivoted in the crisis in two fundamental ways: toward eating for immunity / health AND toward eating for emotional sustenance. These will be lasting changes producing permanent preference shifts.



**ASK ABOUT OUR  
FLAVOR OF THE  
YEAR INSIGHTS!**

**“[Consumers] are placing  
new-found importance on  
nutrition and wellbeing”**



### - Commonalities, Yet Distinctly Unique -

- |               |                      |                |                    |
|---------------|----------------------|----------------|--------------------|
| • Warming     | • Functional Flesh   | • Cooling      | • Functional Peel  |
| • Spice       | • Immunity Boosting  | • Citrus       | • Vitamin C        |
| • Commodity   | • Wellbeing          | • Specialty    | • Happiness        |
| • Detoxifying | • Herbal / Medicinal | • Antioxidants | • Unrivalled Aroma |

**GINGER**

**YUZU**

