

Hear from Alison...



“

My goal is to create flavors that really bring out positive emotions.

”

Alison Freedman

// Flavorist, Princeton, Firmenich

What does our purpose mean for you?

It's in my daily DNA. It's my pleasure to help create positive emotions through taste. As consumers around the world demand products that are healthier, natural and more nutritious, my purpose is clear: Help make good food taste great!

What is your creative approach?

I'm an interesting hybrid. Many flavorists are specialized, but I work across savory, sweet and beverages, in fact, my particular interest is taking savory learning into sweet products to create new levels of authenticity. I'm very hands-on too – I still like to create my own formulations in the lab, because for me this is equivalent to cooking a recipe from scratch, the chance to blend ingredients, then taste, rebalance, and taste again. I also work in collaboration, with scientists, nutrition specialists, fellow flavorists and many others.

What inspires you?

Ask ten flavorists what inspires them, and you'll get ten different answers. Travel and diversity really spark my ideas, particularly experiencing different cultures. I'm also quite into color – the many different colors of fruits and vegetables trigger interesting thoughts about flavor. It's more than inspiration though. I discovered my favorite ever dish in South America, a delicious but simple rice and coconut milk recipe. Coconut flavor can be polarizing and hard to get right, but I always recall the perfection of that dish to help me find the right balance.

Where is the world of flavor heading?

Over and above solving specific day-to-day challenges for customers, there are some emerging trends, and it's exciting that Firmenich is leading the way forward on them. I'm thinking here of the shift to green protein, naturals and the demand for salt, sugar and fat reduction. These all bring their own challenges, for example, plant proteins can have very bitter notes. Every day, I see us continuously moving towards more natural, organic and authentic solutions.

What is your aspiration?

Mastering flavors is a long apprenticeship, so my aspiration is to get better at what I do while inspiring others. On every project my goal is to create flavors that really do conjure specific 'positive emotions' in consumers – and to have fun doing it. If you have fun, I think you do it better.

TALKING SENSE OF TASTE WITH THE BBC

Leaders in the science of taste, our flavorist, Alison Freedman and chef, Matthew Walter shared their passion for taste and what it takes to make healthy food delicious with the BBC. From removing sugar to creating authentic culinary experiences, naturally and sustainably, the documentary highlights how we are enabling the Flexitarian diet and making plant-based proteins delicious, with great taste, texture and mouthfeel.



[Watch our video](#)

www.firmenich.com/forgoodnaturally