

GOOD VIBES IN CALIFORNIA

Some of the most critical advancements in the food and beverage and fragrance industry are happening on the West Coast of the USA. California, in particular, is a hothouse for innovation, driven by some of the world's most forward-thinking companies. They are reshaping the future and we are helping them do it, as Karl Witton, who heads our Flavors West Coast business explains.



Karl Witton

// VP, New Ventures, Flavors, Anaheim, California, Firmenich

Hear from Karl...

“ Firmenich is at the heart of some exciting lifestyle trends here on the West Coast – a continued movement towards healthy, sustainable foods and beverages that started a few years ago, when investment started shifting from ‘tech’ to the food space. It’s driven by consumers who are very health and planet conscious, demanding food and beverage products that have very specific attributes – Natural, non-GMO, organic, zero sugar, ketogenic and much more, whilst delivering on the taste and product promise. This demand is being met by a new generation of fast-moving brands and entrepreneurs, many with strong sustainability visions and values that closely match our purpose.

We’ve been quick to meet their needs for rapid, end-to-end solutions. They are fast-growing businesses and they expect an ‘open door’ approach from us – quite literally, a product meeting tomorrow could spark research, development and a product launch within 3-4 months. With our new ‘Innovation hub’ in Anaheim, California we offer the open, collaborative approach they want. We match their speed-to-market while also adding to their expertise with our unique technologies. In fact, because our team includes everyone



from food technologists and flavorists to marketing and sales experts, we offer cutting-edge services well beyond flavor creation.

There's a dynamic atmosphere here. We're totally mirroring our customers fast-paced innovation – setting up a Firmenich microsite, engaging our customers' on social media and creating a mobile lab so we can take our services to them faster. I think we're also 'connecting' for two other important reasons: first, our purpose resonates with them, as does the Firmenich family ethos; second, the acquisitions of Natural Flavors who are so strong in organic certified and our partnership with Layn, leaders in natural sweeteners, gives us solutions that resonate with consumers.

We aim to grow, while also constantly learning. Lots of the product and lifestyle trends that start here, eventually go global, and partnering with these West Coast pioneers gives us first glimpse of new processes and technologies as they emerge, which is incredibly exciting. ”

TEAMING UP WITH A GLOBAL LEADER

We have taken our pioneering taste platform to the next level by acquiring Senomyx, a global leader in taste innovation and expert in sweet, cooling and bitter solutions. Headquartered in San Diego, USA, today Senomyx is our fifth research center in the world and our second in North America. Strengthening our taste and nutrition capabilities, this acquisition adds to our excellence in creating healthy and great tasting food, drink, and oral care experiences for our customers, while boosting our natural ingredients pipeline. Together with our exclusive access to the broadest range of natural sweeteners through Layn in China, we are now uniquely positioned to forge ahead in integrated natural taste and nutrition solutions.

EXPANDING OUR FRAGRANCES CAPABILITY

Expanding our Agilex business, we acquired Fragrance West, a leading Body, Home and Air Care perfumery house based in Los Angeles, USA. Today Agilex is the only fragrance company in its segment with East and West coast manufacturing capability, further enhancing its creative scent design and best-in-class speed to market.

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Staying at the forefront of creativity is paramount for us. Following our acquisition of Natural Flavors, our California Lab is the next step on our innovation journey to shape the future of natural food and beverages.

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Chris Perkins

// VP, Americas, Flavors, Princeton, Firmenich