Doehler MULTI-SENSORY DESIGN™ for colours – tailored colour solutions for successful products!

What does the consumer expect from a product? How can the colour support their expectations when it comes to the multi-sensory perception and the product promise? Every company needs to address these important issues when developing a food or beverage, as the significance of the product colour for the overall concept is often underestimated. Doehler delivers valid answers and solutions with the new MULTI-SENSORY DESIGN™ for colours. As a producer of natural ingredients, Doehler knows that understanding the consumers’ wishes, needs and product expectations is vital when it comes to developing a food or beverage. In addition to a great taste, the product colour is largely responsible for the product's success. Consumers associate the colour of a food or beverage with certain taste and product attributes, stirring our senses and subconsciously triggering emotions – well before we consume the product.

A recent study led by Doehler Sensory & Consumer Science (SCS) also proves this. As part of its in-house consumer research, Doehler investigated the reasons behind consumers' colour associations in a unique global study. The study concluded that selecting the right colour supports the product positioning of food and beverages in a targeted manner. Based on its broad portfolio of natural colours and colouring concentrates, as well as the findings of the consumer study, Doehler has developed MULTI-SENSORY DESIGN™ for colours. This makes it possible for producers from the food and beverage industry to find the perfect,
natural colour tone that matches the desired product positioning, the product promise and ultimately the consumers’ expectations, thus contributing to the product’s success. The methods developed can be applied to all segments of the food and beverage industry and tailored to meet specific customer issues, market requirements and applications. Thanks to a diverse ingredient portfolio, Doehler not only delivers the right colour, but also all the other well-balanced ingredients to create a perfect multi-sensory product experience. With Doehler MULTI-SENSORY DESIGN™ for colours, every product developer moves one step closer to “harmonising the senses”.

Find out more at www.doehler.com.

About Doehler:

Doehler (www.doehler.com) is a global producer, marketer and provider of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. Doehler’s integrated approach and the broad product portfolio are the optimal basis for innovative and safe food & beverage applications. The product portfolio ranges from flavours, colours, health & nutrition ingredients, cereal ingredients, dairy ingredients, speciality ingredients, fruit & vegetable ingredients to ingredient systems.

Headquartered in Darmstadt, Germany, Doehler is active in over 130 countries and has 26 production sites, as well as sales offices and application centres on every continent. More than 4,000 dedicated employees provide our customers with fully integrated food & beverage solutions from concept to realisation.

“WE BRING IDEAS TO LIFE.” briefly describes Doehler’s holistic, strategic and entrepreneurial approach to innovation. This comprises market
intelligence, trend monitoring, the development of innovative products and product applications, advice on food safety and microbiology, food law as well as Sensory & Consumer Science.

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