

PRESS RELEASE

Taste of Brazil

20022014



“Taste of Brazil” – Döhler ingredient portfolio opens up innovative food and beverages

- Natural flavours, juice blends, compounds and fruit preparations
- Enormous variety of tastes from typical Brazilian fruits
- Innovative ideas for seasonal products and special editions

Brazil represents pure vitality, pulsating rhythms, summer and sunshine! The sporting highlights coming up in the next few years, such as the Football World Cup in 2014 and the Olympic Games in 2016, are also attracting international attention to the wide range of exotic and fruity taste sensations this exciting country has to offer. Döhler has captured the taste of Brazil in a unique portfolio of natural ingredients and ingredient systems entitled "Taste of Brazil". With a wide range of natural flavours, juice blends and customised compounds and fruit preparations, Döhler is putting a touch of Brazilian flair into foods and beverages all over the world. The taste nuances range from camu camu, caja and cupuacu to lime and guaraná and even açai. This broad spectrum of exotic flavours allows not only the beverage and food industry to develop interesting product positionings for seasonal products and football special editions, but also consumers around the world to enjoy the land of the Sugarloaf in the comfort of their own homes.

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Döhler is therefore doing its part to satisfy an important consumer trend: the desire to travel around the world by enjoying country-specific, sensory taste sensations! “Customer focused – Consumer driven” is the motto of the globally active manufacturer of natural, technology-based ingredients, ingredient systems and integrated solutions. Döhler possesses important consumer insights and recognises relevant consumer trends early on thanks to worldwide market research and Sensory & Consumer Science. Based on this knowledge, the company uses its own multifaceted ingredient portfolio to develop innovative taste sensations. A globally-positioned team of international flavourists guarantees fresh, authentic and natural taste profiles. Along with a portfolio shaped by the taste of Brazil, Döhler has also developed a large number of unique product ideas including, for example, carbonated soft drinks, liqueurs, desserts, and malt and milk mix beverages. Döhler offers everything for these products from a single source and supports its customers from the initial idea to a tailor-made compound that contains all the ingredients in a perfect balance.

About Döhler:

Döhler (www.doehler.com) is one of the world's leading producers, marketers and suppliers of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. Döhler's integrated approach and broad product portfolio are the ideal basis for innovative and safe food & beverage applications.

Headquartered in Darmstadt, Germany, Döhler operates 23 production sites and 48 sales offices and application centres in over 130 countries. More than 3,000 dedicated

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employees provide customers with fully integrated food & beverage solutions from concept to implementation.

“WE BRING IDEAS TO LIFE.” succinctly describes Döhler’s integrated approach. This includes 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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