

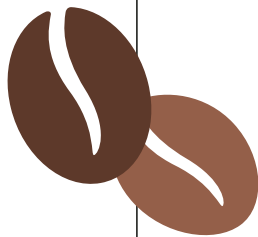
COLOURFUL COFFEE

1

COMPLEX & RICH

Coffee has over 800 aromatic compounds, providing a complex mix of bitter, sweet, nutty, floral, fruity, and smoky notes.

This complexity makes it a great ingredient for enhancing food and beverage products.



2

CONSUMED AROUND THE GLOBE

Coffee is one of the most consumed beverages globally.

Coffee is a familiar and well-liked flavour that resonates with a broad audience in nearly every culture.

3

CULTURALLY SIGNIFICANT

Coffee has a rich cultural heritage, from

- Italian Cappuccino
- Viennese Melange to
- Turkish Mocca or
- Vietnamese Ca phe

Brands can tap into this heritage while also introducing fusion or modern twists on classic coffee experiences.



4

CHARGING

Many consumers crave coffee-flavoured products for both taste and an energy boost.

Especially in non-alcoholic drinks and sweets, even the taste of coffee provides a little energy kick.



5

COSY & INDULGENT

The flavour of coffee is known to boost mood.

Coffee is associated with comfort, rituals, and indulgence.

Whether the first morning sip to socializing over coffee or a coffee-flavoured sweet treat.



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