



fcs | Flavor
Creation &
Solutions



fcs – flavor creation & solutions

Corporate Information

Appearance

Smell

Flavor

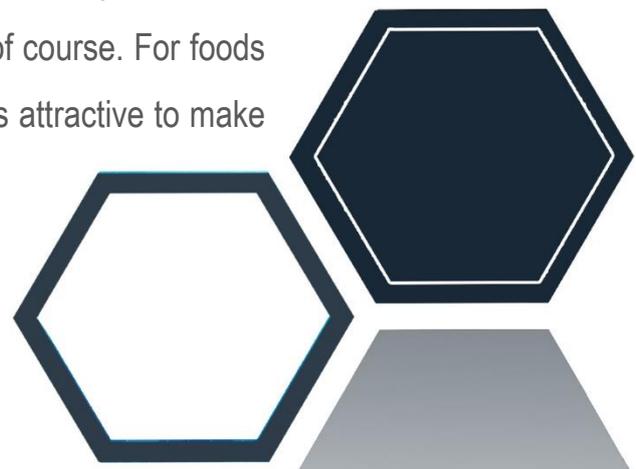
Texture

Taste

Taste makes the difference!

The development and successful market launch of a new product consistent with the expectations of an informed and demanding „up-to-date“ modern consumer is a challenge for food producers all over the world. To be an economic success for the producer, it needs to be cost-effective, profitable and TASTY, too.

The consumer's impulse for the first buy of a consumer product is mainly influenced by the image of the brand, the brand awareness and promotion, of course. For foods and beverages it is essential for a rebuy that its taste and flavor is attractive to make the difference to the competitors alternative.



fcs – flavor creation & solutions

fcs – flavor creation & solutions is an independent flavor consultancy. It understands its function as a B2B-partner, which gives reliable input and support in project and product management with regards to taste and the use and development of flavors for food and feed. Together with you, we develop tailor-made solutions for your products and needs. The support of your team during all stages of your new product development, is our core competency.

fcs is your consultant for the realization of your product strategies from concept to implementation locally and globally for brand products, private and white label.

Our Service:

Support for new business ideas in flavors

Tailor-made development of flavors and their application

Conception and implementation of new product strategies

Professional consultancy concerning all aspects of flavors

Training and seminars on sensory evaluation, taste and application

Project and product management and technical support national & international

fcs is your reliable partner for your business objectives on flavor and taste. We will evaluate the suitable strategies and define the steps crucial for the development of your new business and product together.

Consultancy

1

Development

2

Training

3

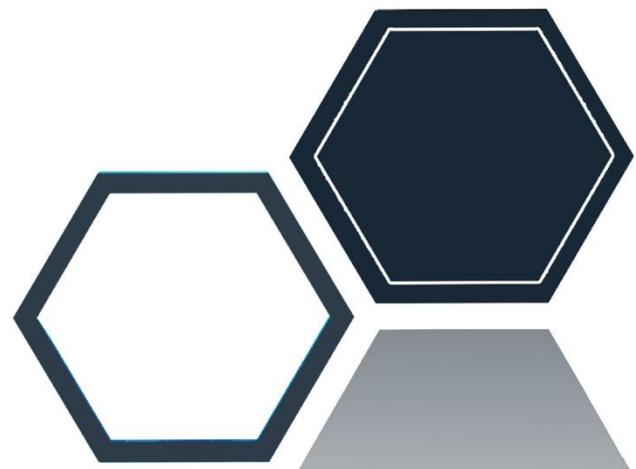
Consultancy

in Product Development & Product Management

fcs will develop plans and strategies with your teams to realize your objectives efficiently and result oriented. With an external point of view **fcs** is able to act as a project or product manager which gives you the support you are looking for. In close interdisciplinary cooperation with your business units, we will find new pathways and give impulses for new product development and solutions for its successful implementation.

We support you with:

-  the optimization of flavor and taste of your products.
-  evaluation of your actual flavors and raw materials.
-  product management and product update.
-  the rationalization of your flavor library due to efficiency and costs.
-  troubleshooting in R&D, Quality Control, Purchasing and Production
-  reduction of development times
-  regional aspects of taste





While looking for the best flavor and the perfect taste, it's helpful to address questions like:

- ✓ Is it possible to use the flavor more cost-efficient ?
- ✓ Are there challenges concerning production and formulation which influence the flavor performance negatively?
- ✓ Does the flavor and its declaration on the ingredients list conform to regulations?
- ✓ Does the target market require a specific regional taste to be taken into consideration ?
- ✓ How can the flavoring positively influence the success of your product on a long-term basis?

Development & Evaluation

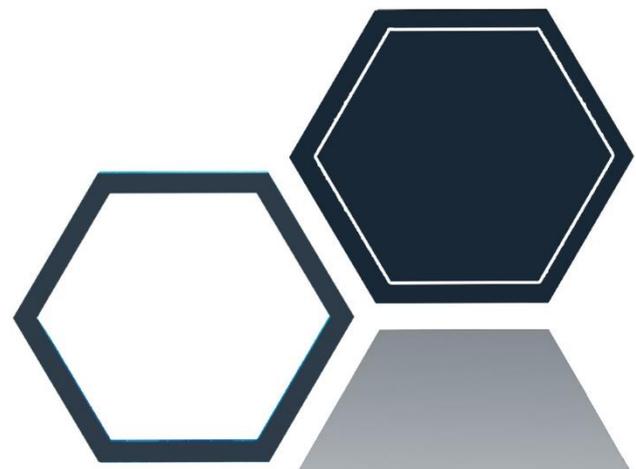
The development of flavors, their evaluation, their design, combinations and application with regards to technological challenges, specific regional needs as well as individual customer objectives are a strength of **fcs**. In close cooperation with your project teams, we will optimize the flavor systems you use in your products, not only simply flavor it.

The professional application or combinations of flavors will also help to create new impulses to

- ◆ intensify,
- ◆ refine,
- ◆ round off and
- ◆ standardize.

the taste of your product.

You can easily broaden your product range with flavors. Seasonal products are a market driver in nearly every segment. Designing your specific basic taste means your product is immediately recognized by customers and it also makes your product more difficult to copy. Masking off-notes and enhancing the mouthfeel with suitable flavors will add value to products as well as create a declaration friendly recipe by reduction of the salt-, sugar- or fat content.



Training & Seminars

Sensory Seminar | Flavor Creation | Application

Sensory analysis and the evaluation of products are essential tools in new product development, quality control, market and competitors analysis. Both are also helpful instruments for reformulation, changes in the production process and for storage tests. The seminars will be held in your rooms. This offers the possibility to involve a maximum of your personnel and to integrate actual questions of your departments from purchase to production.

fcs will train your staff dealing with sensory aspects and will offer individual sessions

Sensory Seminar

This seminar is directed towards all personnel of Research & Development and Quality Control dealing with sensory analysis. As well as the training concerning the basics of sensory analysis to allow you to form a panel, a variety of test methods and examination methods will be presented and discussed.

Flavor Creation

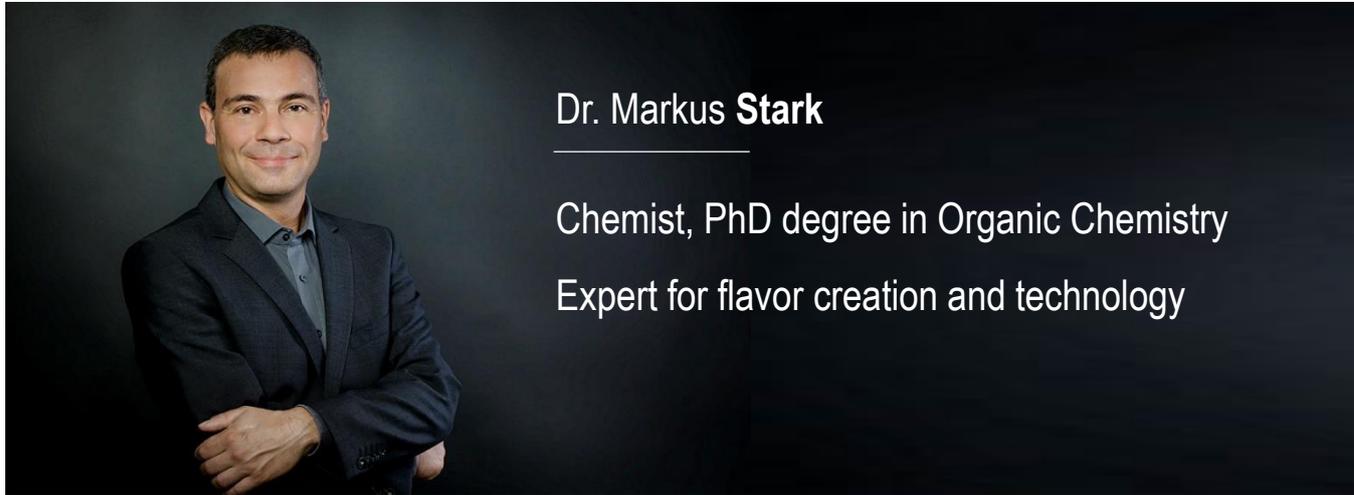
Goal of this offer is an introduction into the basics of flavor creation and to deepen the knowledge about the structure and possibilities of flavors. Furthermore, a set of descriptors will be developed for internal use.

Application

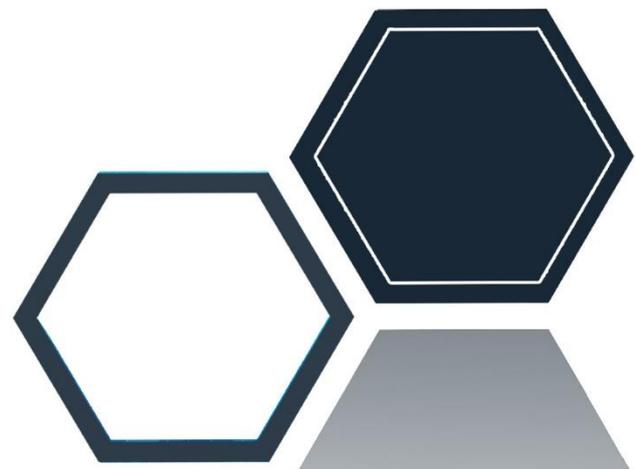
Basic training regarding production processes and the specific application of flavors. Interesting for new product development.

Dr. Markus Stark

person & expertise



- 18 years of professional experience as a flavorist for savoury and feed flavors
- Director „Research & Development - Flavors“ of a successful internationally operating medium-sized company of the flavor industry
- Solid experience in project and product management
- Managing and leadership skills
- Interdisciplinary work culture and use of synergies
- Holistic approach to project and product





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