



SWEET & CEREAL FLAVOURS

Technology insight

Kerry is a leading supplier of flavours and flavour-based systems across all sweet and cereal markets. Our key primary extraction capabilities in natural flavourings and botanical extracts mean that we are able to support your product propositions with innovative taste solutions.

Our focus is on developing natural ingredients such as fruit, citrus and botanical extracts in response to increasing demand from our customers for more natural, healthier and more authentic taste options. The products that we offer come in a variety of strengths, profiles and aspects (liquid, powder, encapsulated) designed specifically for your final application and the end-use market.

Recently we have started to develop new flavour modulation technology (fmt™) that supports products by improving taste and mouthfeel in food formulations with reduced sugar, reduced fats or a potentially bitter and unpleasant aftertaste such as soya.

We provide flavour solutions for all sweet and cereal applications including:

- Confectionery
 - Chocolate, Sugar & Gum
- Sweet Dairy
 - Yogurt, Desserts, Fruit Preparations
- Ice-cream and Frozen Desserts
 - Premium and Impulse Products
- Bakery
 - Cakes & Pastries
 - Cookies & Sweet Biscuits
- Cereals & Bars
 - Ready To Eat Cereals
 - Cereal Snacks & Nutritional Bars

The most extensive product portfolio in the industry

Kerry offers a comprehensive range of flavour technologies within the Mastertaste™ range:

Natural flavour ingredients

- Essences & distillates
- Extracts & essential oils
- Citrus & orchard natural fruit aromas
- Crystals® freeze-dried fruit powders

Cereal application flavours

- Fruit flavours including citrus, orchard, berries, tropical fruits, single and customised blends
- Brown sweet flavours including regional and traditional dessert notes
- Herbs & spice notes

Sweet application flavours

- Fruit flavours, including citrus, orchard, berries, tropical fruits, single and customised blends
- Brown sweet flavours, including regional and traditional dessert notes
- Herbs & spice notes
- Alcoholic top notes, e.g. rum type, tequila type, maraschino type
- Flavour modulation systems
 - Sweet enhancement, bitter-masking, soya-masking

Taste expertise

At Kerry we have over a century of experience in taste creation across all market segments worldwide. Our Flavourists work hand-in-hand with our Food Technologists and our Sensory Scientists to deliver the perfect taste profile for your products within your territories and within your application. Our global marketing network supports our technology group in sourcing taste benchmarks, understanding consumer preferences and identifying new trends. Analytical, sensory and consumer research enables us to gather the data needed to support your product development, ensuring that the flavourings we offer are relevant to the market and taste truly authentic.

Flavour creation

- Authentic profiles
- Novel taste experiences
- Regional specialities

Consumer preferences

- Long-lasting taste experiences
- Freshness
- Authenticity
- GMO-free
- Allergen-free (e.g. no lactose, no nuts)
- Vegetarian, fairtrade, ethical

New trends

- Health
- Superfruits
- All-natural, clean label
- Functional ingredients inclusions
- Low sugar/fat content