

**EAME Snacks Category** 

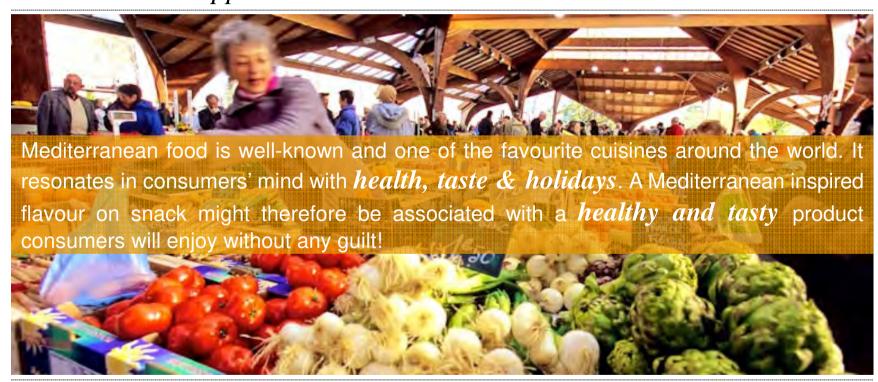
#### Step 1: Market Trends Health & Wellness





### Step 2: Consumer & Customer Insights *Mediterranean Appeal*





## Step 3: Product Trends Identifying Flavour Trends through NPD





#### Step 4: Finding a Solution Inspiration & Innovation around Italian Taste



















Happy Hour Sainsbury's Taste Savoury Leaves The Difference Crackers with Sea Salt & Mixed Crisps, France, Italian Cheese. **Peppercorn** Flavour Crisps, Spain UK

Vicente Vidal **Ham** Flavoured

Gårdschips Lime & **Black Pepper** Potato Crisps Denmark

Funny-Frisch Chipsfrisch Viva Italia! Pizza Flavoured Crisps, Snacks with Germany

Pandolio Pandolietti Olive Oil Rosemary, Italy

# Step 5: What Symrise offers *Italian Concepts*





