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ENGAGING  
THE  
SENSES



## Rehydrate The Body

Flavoured Water Trends

Nov 2010

# Mega Trend

## Health & Wellness

### Key Themes:

#### **Balance of Mind, Body & Spirit.**

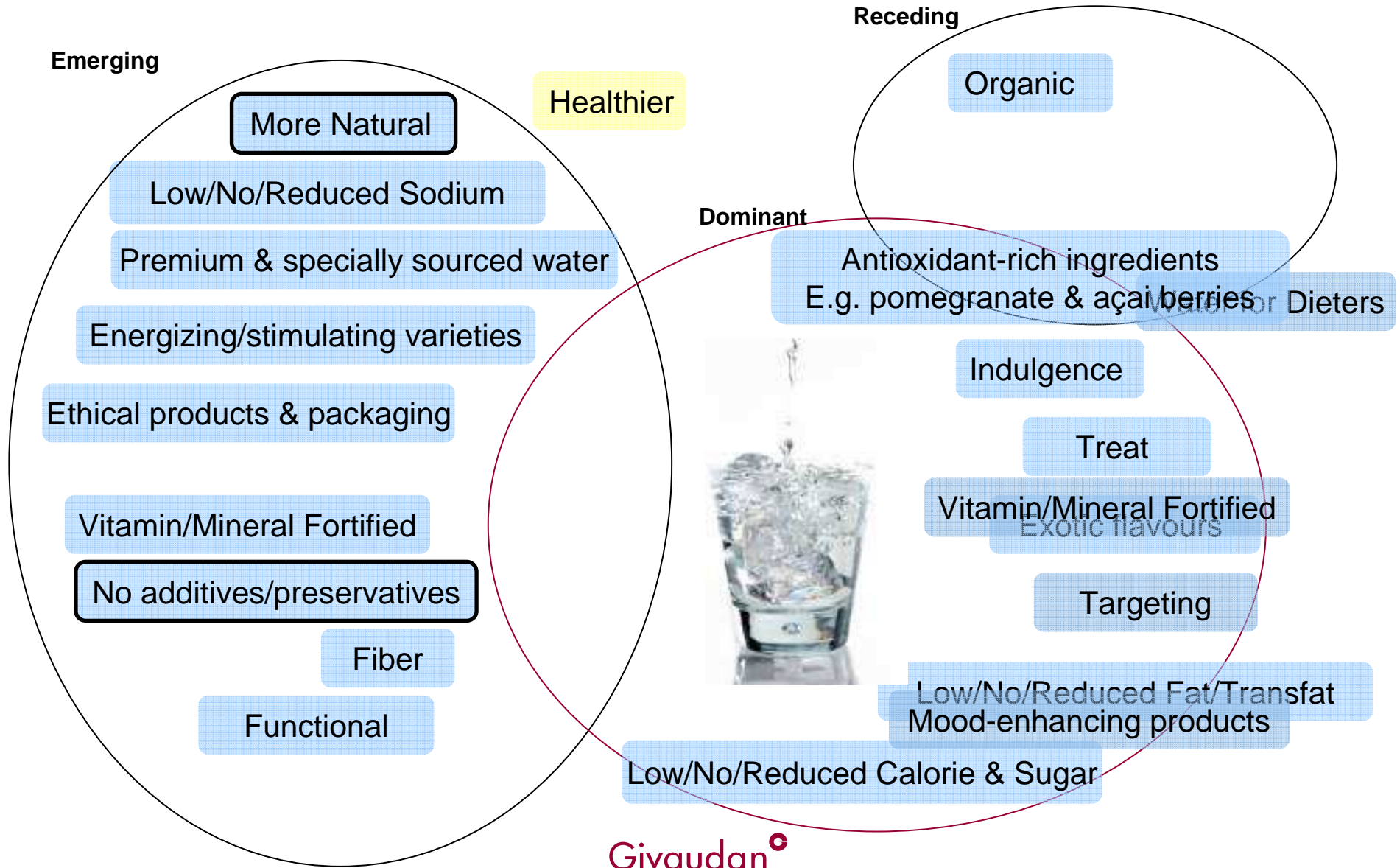
**Consumers are looking for a total sense of wellness... physical, emotional, spiritual – including appearance and longevity...**

- Physical Health - Ageing gracefully
  - Prevention - positive eating, multi-benefit, super-foods
  - Ingredients as cure and support
- Emotional Well-being - Art of living
  - De-stress, search for balance, little pleasures



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# Product Trends in Water



# Target Consumers

- Men & Women who seize the day
- Health conscious and aware of their appearance and well being
- Looking for all natural and functionality



Seize the day



Functional



Consciously



Natural

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# Claims in Flavored Water

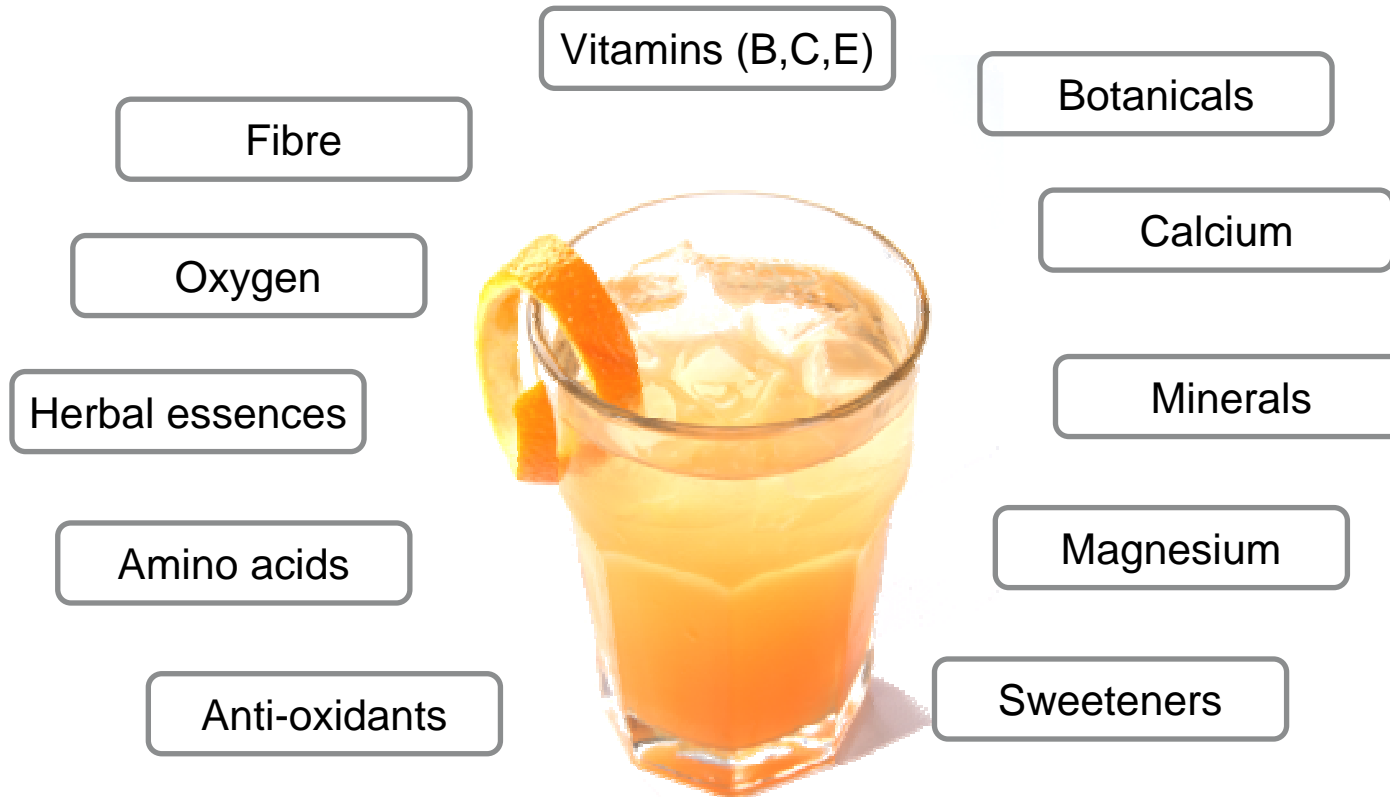
- Harmonize Body and Soul
- Help to energize the immune system
- Provide energy
- Increase stimulation and concentration
- Support the health and beauty of the skin
- Assist the female body and metabolism



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# Flavored Water Trend

## Functional Ingredients



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# Flavored Water Trend

## Health & Beauty



Bio-Synergy, UK

Grape

Bio Synergy Beauty contains no added sugar but sweetener. It contains green tea, **vitamins E and D**, and a unique combination of **antioxidant** to help glow from the **inside out**, and boost **natural defences**.



Works with Water Nutraceuticals, UK

Raspberry and rose

Works with Water Beauty Spring Water  
Features **natural raspberry and rose**  
Flavours, milk protein and sweetener.  
This water also contains high extracts of **aloe vera**, which has an antimicrobial and **nourishing effect on the skin**.



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# Flavored Water Trend

## Weight Control



### USA, Skinny Water

Orange, **Cranberry & Tangerine** Flavoured Water with 250% of RDI of vitamin C, calcium, potassium and EGCG (an antioxidant found in green tea).

The product is free from sugars and calories.



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# Flavored Water Trend

## Wellbeing



Carpe Diem, France

Carpe Diem Botanic Water is 100% natural. It is formulated with a mixture of plants aimed at either **Soothing**; **Harmonising**; or **Revitalising**.



**Harmonising** is said to be a fruity blend and contain **nine herbal extracts**.

**Relaxing** has a **minty** flavour and is made from **passion flower, lemon balm, thyme, lavender, rose, peppermint, lime flowers and orange peel**.

**Vitalising** is said to be herbal flavoured and to have **spicy elements**.

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# Flavored Water Trend

## Wellbeing



### USA, Sunsweet Herbal Waters

**Calming Mint + Lavender Flavoured** Water consists of exotic and traditional herbs steeped in pure water lightly sweetened with organic white grape juice for natural refreshment.

According to the manufacturer, this organic product has a **calming effect**. Spearmint takes stress away with a relaxing and cool flavour, while lavender has herbal and aromatherapeutic properties.

The product contains 33% fruit juice, no high fructose corn syrup, added sugar, preservatives, sugar substitutes, artificial colors, or none of the eight major allergens.

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# Flavored Water Trend

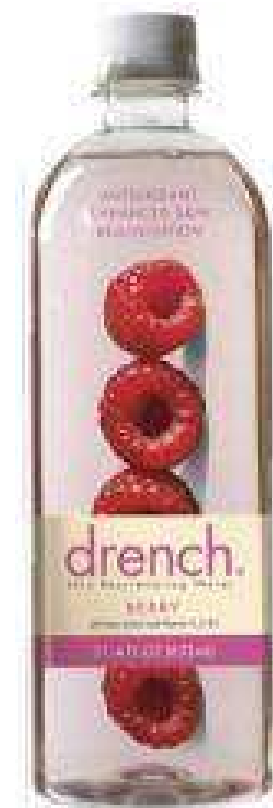
## Anti-Ageing



Drench, USA

Berry; Green tea; Lemon; Strawberry Pomegranate;  
Hazelnut Coffee

Skin Rejuvenating Water is formulated with **fruit extracts** and enhanced with **vitamins A, B, C** to provide intense hydration and skin rejuvenation thanks to its **antioxidant properties**.



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# Flavored Water Trend

Ant-oxidant rich ingredients



## Spain, Agua Sierra Cazorla TeaW

Is a natural mineral water blended with antioxidants and a tea flavour. This mineral water is from the Cazorla Mountains in Jaén, Spain..



## USA, Supreme Choice

Supreme Choice Vitamin Enhanced Water is available in: Acai/Antioxidant Flood (**Blueberry Pomegranate**).

Acai/Antioxidant variety is said to cleanse the body with a combination that **refreshes and protects with nature's best sources of antioxidants.**

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# Flavored Water Trend

## Immune System



### USA, Metroelectro

Micronutrient Water with antioxidants and electrolytes. It is claimed to be a combination of pure water to hydrate the body, **antioxidants** to protect the cells, **electrolytes to replenish essential minerals and zinc to boost the immune system.**



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# Flavored Water Trend

All the answers..



## USA, Next Generation Waters

The Functional Water range comprises the following varieties:

**Hot**, infused with sensuality, blended with **natural herbal aphrodisiacs** to boost the sex life, and available with a **tropical dragonfruit** flavour;

**Chill**, infused with relaxants that **provides natural stress relief** and is available with a **lavender pear** flavour;

**Kick**, infused with energy that provides a **physical and mental boost without calories**, available with a **citrus** flavour; and

**Thin**, infused with **appetite suppressants** that helps curb appetite and **promote healthy cholesterol and serotonin levels**, available with a **strawberry** flavour.

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# Flavored Water Trend

## Digestive



### Japan, Tasty Water

Tasty Water with Dietary Fiber is a low-calorie, grape flavoured functional drink, which contains corn-origin polydextrose and cognac-origin glucomannan.

Both of the ingredients are dietary fibers and one 350ml pack contains 10,000mg of them.



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# Flavored Water Trend

## Digestive – Hunger Curbing!



### USA, Designer Whey

Protein Water contains 12g of healthy and refreshing protein and only 60 calories per serving. It further contains **5g of hunger-curbing fiber to help promote a feeling of fullness**, only 1g of sugar, and is free from fat and lactose.

Flavours: **Pomegranate** Fruit; Orange Mango; **Blue Raspberry**; and CranApple (**Cranberry-Apple**).



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# Flavored Water Trend

## Energy



### USA, 365

Cranberry Energy Nutrient Enhanced Water is described as a **naturally flavoured beverage which has been fortified with folic acid, magnesium, vitamin B and guarana and green tea extracts.**

This water is said to be a **good source of energy for women** and features a cranberry flavour. The product is retailed in a 20 fl-oz. bottle. Also available are:



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# Flavored Water Trend

## Energizing/Stimulating varieties



### USA, Vital Action

**Pink Performance Water** is a **new multi-functional strawberry** flavoured water. It is said to be the first in the niche market of performance waters to use Fruit Up Premium®, the **innovative 100% all natural sweetening system made from a blend of clear fruit such as apples and grapes.**

Fruit Up has an extremely low glycemic index and is said to be a more sustainable fuel, allowing athletes to perform longer at a higher level.

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# Flavor Trend

## Body & Soul

- Health and well-being will gain momentum in the form of POSITIVE EATING and it is not exclusively about physical health
- Being GREEN will become a personal pursuit again as consumers reflect on what is vital and what makes them feel good about themselves
- The RESULT = Positive eating: makes you feel good..

*“Food/drink that is good for you”*



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# Body and Soul

## Flavour Trends - Dominant



### UK, Aqua Splash

This flavoured Welsh mineral water is bottled at source and available in the flavours **Forest Fruit**; **Orange & Mandarin**; Peach; and **Lemon & Lime**.



### UK, Weight Watchers

Sparkling Spring Water Drink is available in a **Grapefruit and Lime** flavour, which is now available in a pack containing six 500ml bottles.

The water is enriched with calcium and magnesium, contains 11 calories and only a trace of saturates per serving. The product features a zero Weight Watchers point value.

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# Body and Soul

## Flavour Trends - Emerging

- **Positive “drinking...”**



### **USA, Icio**

**Apple Pear** Water is a purified bottled water infused with natural extract. This all natural product is free of calories, added sugar and artificial additives. It is packed in a unique flask-like shape for easy and convenient carriage.

Also available in the following flavors: **Cucumber Lemongrass** ; and **Lemon Basil**.

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# Body and Soul

## Flavour Trends - Dominant

- **Superfruits!**



### **USA, Cascade Ice**

Cascade Ice Vitamin Enhanced Water is naturally flavoured and USDA certified organic. The product is retailed in a 20-fl. oz. bottle. The product is available in the following flavors: **Tropical Citrus; Kiwi Strawberry; Acai Blueberry Pomegranate;** and Fruit Punch.

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# Body and Soul

## Flavour Trends - Emerging

### ▪ Berries

#### USA, Fruit20 Essentials

**Cranberry Raspberry** Flavoured Water has been formulated to provide five key nutrients, **equal to two servings of cranberries and raspberries in every bottle**. Other: **Strawberry Kiwi**; Peach Mango; **Citrus**; **Blueberry Pomegranate**; and **Cherry Açai**.



#### UK, Strathmore Twist

Flavoured Sparkling Spring Water is available in three different flavours: **Blackberry & Strawberry**; **Lemon & Lime**; and **Cranberry & Raspberry**.



#### UK, Summer Fruits

Flavoured Spring Water Drink is a sugar free **raspberry, blackberry and blackcurrant** flavoured spring water drink with sweetener.

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# Body and Soul

## Flavour Trends - Emerging



### Egypt, Nestlé Aquarel

**Pineapple-Cactus Flavoured Water** contains no preservatives and no artificial colours. This product has 0% calories and is retailed in a 50cl bottle. Also available is a Lemon variant.



### Sweden, Loka

**Strawberry and Guava Flavoured Carbonated Water** now available. The product retails in a 500ml plastic bottle.

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# Body and Soul

## Flavour Trends - Botanical

- Category Pioneer WE - Carpe Diem



CARPE DIEM

Back to Nature

100%  
natural

Carpe Diem Botanic Water draws on this age-old knowledge of the powers of nature. Whether **relaxing**, **harmonising** or **vitalising**, each blend of Botanic Water contains the power of carefully selected plant extracts\* combined with spring water and the sweetness of fruit to offer 100 % natural drinking pleasure.

- No sugar added.
- No flavours added.
- No colourings and preservatives.



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# Body and Soul

## Flavour Trends - Botanical

- Category Pioneer USA - Sobe



- challenge POMEGRANATE CHERRY
- shield ORANGE TANGARINE
- energize PASSIONFRUIT CITRUS
- calm STRAWBERRY KIWI
- enlighten BLACKBERRY GRAPE

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## New Concept Proposal

Flavoured Water

Nov 2010

# New Concept Proposals

Rhythm of Water

Clean

## 水之韵 — 清

- Psychological hint in different occasion

- Summer Time
- Thirst Quenching
- Sports / On-the-go

- Product Design

- Cucumber + Watermelon

Score      1   2   3   4   5   6   7

Comments \_\_\_\_\_

- Melon + Watermelon

Score      1   2   3   4   5   6   7

Comments \_\_\_\_\_



# New Concept Proposals

Rhythm of Water    Tranquil  
水之韵    -    静



## ■ Psychological hint in different occasion

- Fidget
- OT
- Pondering
- Before sleep

## ■ Product Design

- Mangosteen

Score      1   2   3   4   5   6   7

Comments \_\_\_\_\_

- Sartfruit + Pear

Score      1   2   3   4   5   6   7

Comments \_\_\_\_\_

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# New Concept Proposals

Fruit – Flash      Female

果色天香 — 女版

- Concept description
  - Not only thirst quenching
  - Multi function – Inside & Out
    - Well being / Beauty
    - Energy
- Modern lifestyle cause –
  - Unbalance nutrients intake
  - Intestinal issue
  - Stay up late
- Recommended ingredients
  - Vitamins, Zn
  - Oligosaccharide, inulin, botanic extract
  - Guarana
- Attractive & Convenient Packaging



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# New Concept Proposals

Fruit – Flash Female

## 果色天香 — 女版

### Product Design

- Citron CitraClear + Honey

Score 1 2 3 4 5 6 7

Comments \_\_\_\_\_

- Buddah's hand + Kumquat

Score 1 2 3 4 5 6 7

Comments \_\_\_\_\_

- Plum + Ume Nanko

Score 1 2 3 4 5 6 7

Comments \_\_\_\_\_



# New Concept Proposals

Fruit – Flash      Male

果敢达人 — 男版

- Concept description
  - Not only thirst quenching
  - Man care oriented
    - Decompress & Relax
    - Energy
- Modern lifestyle cause –
  - Stress from work / family
  - Hangover, craving for tobacco
  - Intestinal issue
  - Stay up late
- Recommended ingredients
  - Vitamins, Minerals
  - Honey
  - Tea extract, botanic extract
  - Guarana



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# New Concept Proposals

Fruit – Flash      Male

果敢达人 — 男版

- Product Design

- Lemon CitraClear + Lemon Wash

Score      1   2   3   4   5   6   7

Comments \_\_\_\_\_

- Fruit Mix

Score      1   2   3   4   5   6   7

Comments \_\_\_\_\_



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