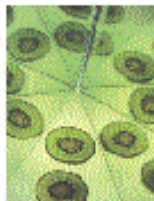


Sensory Modified Art Flavours



SMARt® flavours



When a flavourist creates a new profile, he will try to copy the «nature at large», the best he can in the finished product. A perfumer on the other hand will have no precise target, but he will use his creativity to materialise the imagination into a fragrance. SMARt® is the first creation process using the creativity of the flavourist to translate the imagination into a flavour perception combined with a food product. He will be helped by a panel of sensory experts describing the image in words. This same sensory panel will then validate both the interpretation of their description and the potential acceptability of the consumer. Any external panel can be used for both description and validation : i.e. targeted consumer,...



Sensory Modified Art Flavours

COLOUR SMART[®] flavours

Red



Yellow

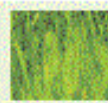
Green



Orange...

SEASON SMART[®] flavours

Spring



Autumn

Summer



Winter

ATMOSPHERE SMART[®] flavours

Beach



Funfair

Mountain



Air

MOOD SMART[®] flavours

Purity



Relaxation

Zen



Vitality...

