

PM-Wide Research Platform Flavor

1/30 Objective: Identify 1-2 areas of Flavor Research to be pursued as a PM-Wide initiative, based on the recommendation made at the September 4-5 PM-Wide Synergy meeting.

Key contacts: Kraft Jane Leland
 Rudy Fritsch - Europe
 James Andrade

 Philip Morris Jim Pfluger et al.

 Miller Alfonso Navarro
 Nick Huige

Initial recommendations:

- Consensus is that it goes without saying that we should facilitate PM communications (Area 5); we suggest an annual or bi-annual flavor/aroma summit. Among other things, the chartering of this forum would draw together the individuals and knowledge needed to effectively assess the following recommendations and address the task of defining associated action plans
- From the PM perspective, the clear priority recommendation is integrate common functional groups (Area 6). This includes aligning functions to meet needs driven by flavor, harmonizing sensory methods, and effective management of flavor resources (cross training, sourcing, resource allocation).
- From food and beer, there was a clear vote for Area 2: Invest in flavor/aroma technologies that could transform the business. More specifically, some of the preliminary thoughts are

Technology Area

How do the sense of smell and taste work? (chemoreception, transduction perception, psychophysics)

Examples of possible business implications

Foods/drinks whose aroma/flavor are engineered to influence satiety, drinkability, perceived freshness, mood, behavior, purchase intent, etc.

Enable development of ways to mask/inhibit or enhance/hype various flavor/taste qualities.



Intelligent flavor/aroma sensors coupled with process control

- Decrease development time
- Increase POS of products
- Smart cooking
- Designer flavor profiles
- Quality monitoring and in-line, real-time adjustments
- Quality maintenance over shelf life

Biogeneration

(Leverage experience across companies)

2072139339