

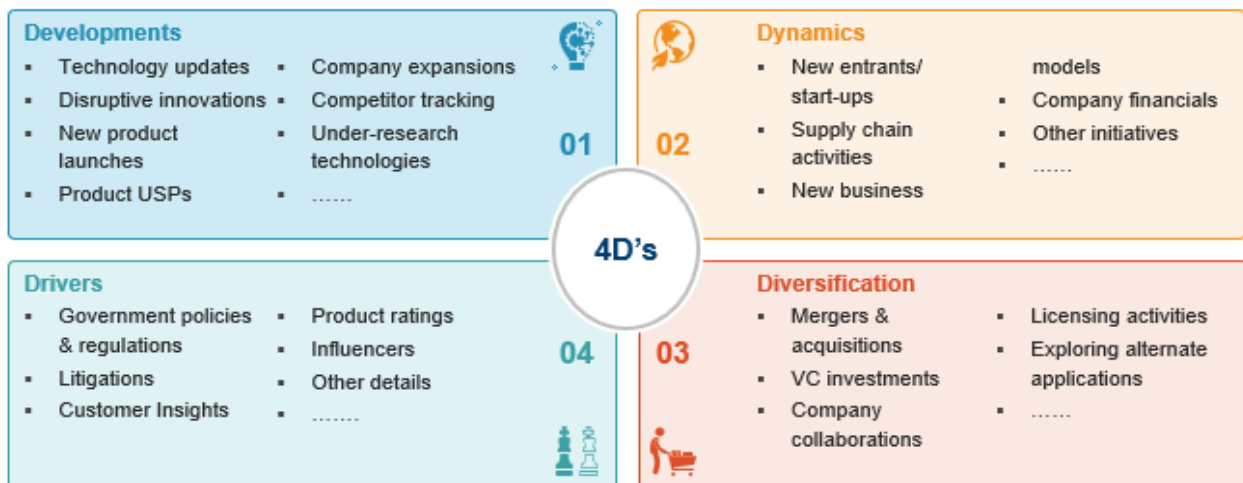
# INTELLOTRACKER

## FLAVOUR INNOVATION IN FOOD AND BEVERAGE INDUSTRY

JUNE 2023









### ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....







## DEVELOPMENTS

New Product Launch	 <small>Powered by Glanbia Nutritionals</small>	Foodarom, a Canada-based flavour company has launched two new flavours, with unique combinations i.e., electric punch and cyber treat. Electric Punch flavour includes peppery cherry and citrus notes, whereas cyber treat is a combination of vanilla hint with oats' notes. <i>Source: <a href="#">Food Ingredients First</a></i>
New Product Launch		Dr Pepper announced a new "flavour innovation" in their beverage segment. The flavour is a combination of "Strawberries and Cream". <i>Source: <a href="#">NBC 15</a></i>
Technology/Innovations	 <small>OKAYAMA UNIVERSITY</small>	An all-in-one terahertz taste sensor integrates multiple receptors or sensing materials on a single chip. This sensor utilizes terahertz technology for imaging and sensing chemical reactions. The semiconductor surface can be functionalized with ion-sensitive membranes, proteins, and DNA aptamers, enabling the detection of various substances, such as solution pH, physiological ions, sugars, toxic chemicals, and drugs. <i>Source: <a href="#">Royal Society of Chemistry</a></i>
Technology/Innovations	 <small>BASKIN-ROBBINS</small>	Baskin-Robbins has launched a unique flavour in the market — Chicken and Waffles — that includes the flavour of chicken in the ice cream. <i>Source: <a href="#">Eat This Not That</a></i>
New Product Launch		Electrolit Hydration Beverage has announced the launch of a new blue raspberry flavor to its global brand's expansive line of hydration beverages. <i>Source: <a href="#">Pnewswire.com</a></i>
Technology/Innovations		Israeli startup Plantae Bioscience has successfully deployed CRISPR gene editing techniques to reduce the levels of bitter-tasting saponins in yellow peas. <i>Source: <a href="#">AgFunderNews</a></i>







## DYNAMICS

New Facility		International Flavors & Fragrances (IFF) has increased its innovation capabilities with two new flavour labs in Northern Europe. The labs are for sweet and culinary flavours. <i>Source: <a href="#">Food Ingredients First</a></i>
Business Expansion	 <small>Reliance Industries Limited</small>	Reliance Industries FMCG unit announced the relaunch of Campa Cola, along with two other flavours which are lemon and orange. It is almost 23 years after the iconic soft drink brand stopped selling in India. <i>Source: <a href="#">The Financial Express</a></i>
New Facility	 <small>FlavorSum</small>	FlavorSum has begun construction of an expansion project that will add 35,000 square feet to its Kalamazoo, Mich., facility. This will help the company in building out more technical resources and capacity to meet the needs of small, mid-sized and emerging food and beverage companies. <i>Source: <a href="#">Dairy Foods</a></i>
Business Expansion	 <small>noma</small>	The famed Danish restaurant Noma will shut down to transform itself into a "pioneering test kitchen" dedicated to "food innovation and the development of new flavours." <i>Source: <a href="#">Indian Express</a></i>










## DIVERSIFICATION

Mergers and Acquisition	 <small>MIDDLEBY</small>	The Middleby Corporation announced the acquisition of Flavor Burst, an innovative technology used in a variety of flavoured beverages and soft serve products. <i>Source: <a href="#">Business wire</a></i>
Mergers and Acquisition	 <small>OC Flavors</small>	OC Flavors has announced the acquisition of Novotaste, a leading Canadian-based provider of natural and organic flavours. The acquisition will help OC Flavours solidify its position as a top provider of high-quality, customizable flavour solutions and expand its footprint into Canada and the Northeastern U.S. to better serve the food and beverage industry. <i>Source: <a href="#">Business wire</a></i>
Mergers and Acquisition		UK-based private equity firm, Exponent, has entered into an agreement to acquire the Flavor Specialty Ingredients (FSI) business of IFF. The transaction is valued at \$220 million, and IFF will use proceeds from the sale to reduce outstanding debt. <i>Source: <a href="#">Food Business News</a></i>
VC Investment	 <small>BETTER SOUR</small>	Better Sour has raised an oversubscribed \$1 million pre-seed funding round and is slated to debut at Natural Products Expo West, March 8-11 in Anaheim, Calif. <i>Source: <a href="#">Food Business News</a></i>



## DRIVERS

Litigation	 	New York federal court dismissed a suit over assertions that Fanta's pina colada-flavored drink is 100% naturally flavored. <i>Source: Lexology</i>
Litigation	 	Coca-Cola Co. and Kraft Heinz Foods Co. are free of proposed class suits alleging that they deceptively portrayed a soda and a water flavoring respectively as made with entirely natural flavors. <i>Source: Bloomberg Law</i>
Government Policies and Regulation		Gene editing is now legalized in England. It can be used to improve size and flavor by identifying specific genes of interest. <i>Source: Interesting Engineering</i>
Government Policies and Regulation		Nine food tech start-ups have joined together to create a new trade association named Precision Fermentation Alliance. It utilizes synthetic biology that enables production of flavors, sweeteners, colors etc. <i>Source: AG Funder News</i>
Government Policies and Regulation		European Union regulation has approved the use of frozen, dried, and pulverized house cricket as an ingredient in supermarket foods. <b>NEWS ANGLE IS CHANGED</b> <i>Source: IAmExpat</i>

## SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY



### IP Strategy

### Technology Intelligence

### Growth & Strategy

How best can we proactively manage and monetise our technical knowhow / intellectual property?

How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?

Which technologies do we invest in?  
How do we ensure quick wins?  
Speed to market?

- IP Portfolio Analysis

- Competitor Benchmarking

- R&D Strategy Roadmaps

- IP Monetisation

- Tech / IP Landscapes

- Technology Scouting

- IP Valuation

- Technology Watch

- Open Innovation

- Prior Art Searches

- Market Analysis / Trends

- Product Development



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