

# discover beef™

from the kitchens of the world.

---



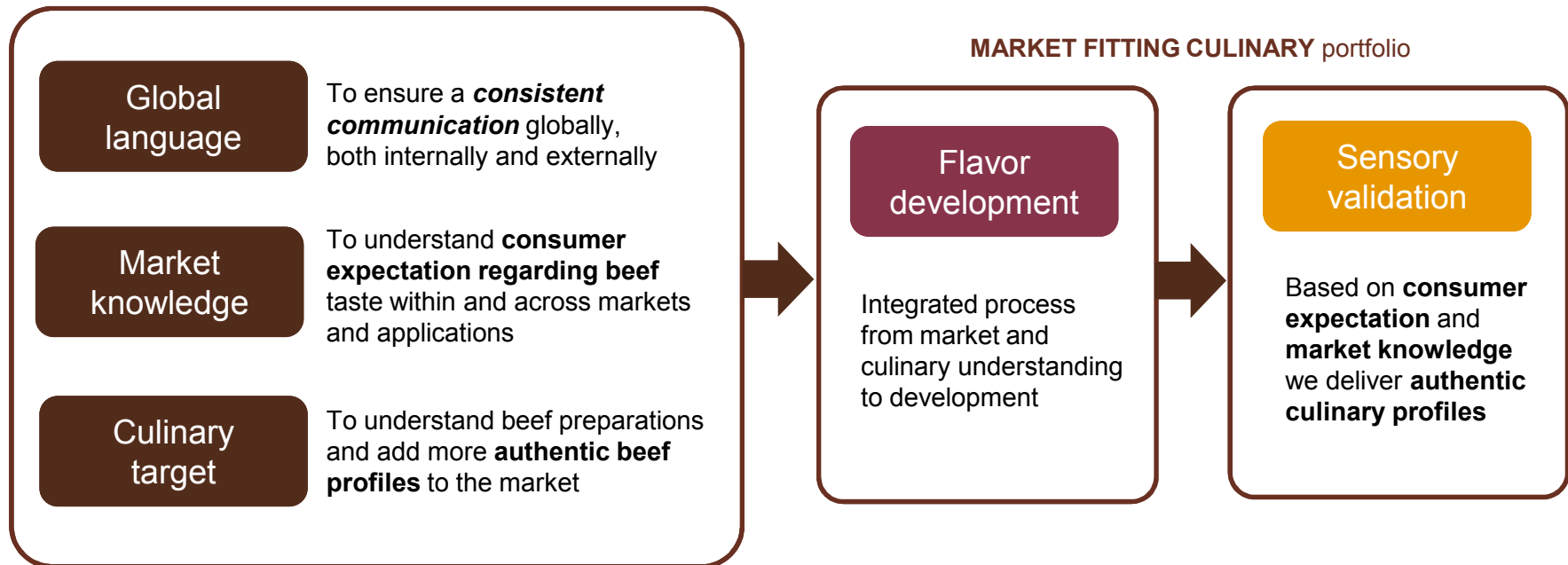
*With discover beef™ we are your perfect partner for current and future beef projects*



# Our Approach

**discover beef**™  
from the kitchens of the world.

**symrise**   
always inspiring more...








# Sensory Understanding

---

## Tonalities

Marrowbone	Pan Dripping
Boiled	Braised
Seared	Pot Roast
Roasted	Broiled
Grilled	Smoked

## Global Language

 <b>MEATY RED</b> <ul style="list-style-type: none"><li>• beef meaty</li><li>• beef boiled</li><li>• raw bloody</li><li>• liver</li></ul>	 <b>CAMELIC</b> <ul style="list-style-type: none"><li>• brown caramel</li></ul>
 <b>FATTY</b> <ul style="list-style-type: none"><li>• tallow</li><li>• fatty</li><li>• fried</li><li>• metallic</li></ul>	 <b>CEREAL</b> <ul style="list-style-type: none"><li>• malty</li></ul>
 <b>ROASTED</b> <ul style="list-style-type: none"><li>• roasted</li><li>• burnt</li><li>• grilled</li><li>• smoke</li></ul>	 <b>YEAST SAVORY</b> <ul style="list-style-type: none"><li>• yeast bouillon</li><li>• yeast HVP</li></ul>
	 <b>SOURISH</b> <ul style="list-style-type: none"><li>• lactic</li></ul>
	 <b>ANIMALIC</b> <ul style="list-style-type: none"><li>• animalic</li></ul>

---

# Market Knowledge

## *North America*

**discover beef™**  
from the kitchens of the world.

**symrise**   
always inspiring more...

*U.S. Beef Council Visit*



*Chefs United*



*NYC Beef Immersion*

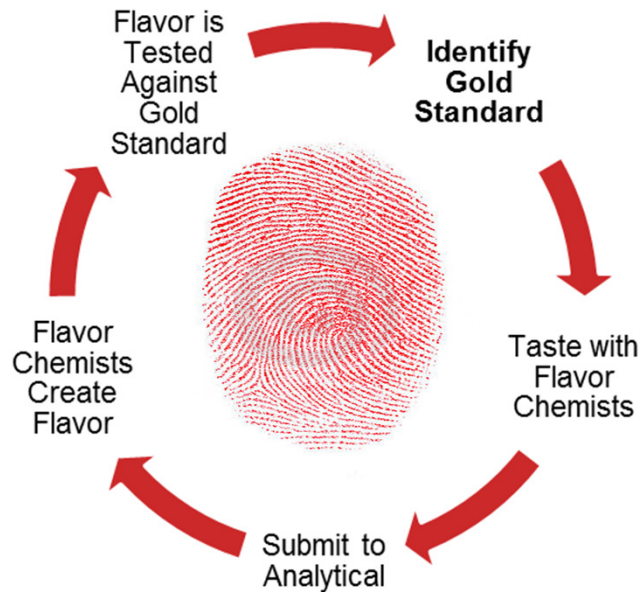


# Culinary Expertise

## *Gold Standard Replication*

**discover beef™**  
from the kitchens of the world.

**symrise**   
always inspiring more...



### Results of Culinary Gold Standard Replication

- New sulfur chemistry reaction flavor keys
  - Three new high impact flavor keys
  - Improved impact, aroma and authenticity
- New starting materials added to RM collection

Increased  
Fidelity

Authenticity

40% Reduction  
Cost in Use