



## *Savour Flex*

### ***What is Savour Flex?***

Savour Flex is a toolbox of ingredients specifically designed for low-fat snacks to deliver a delicious snacking experience just like the standard full fat products – providing a full & rich eating experience so consumers can enjoy them and will buy them again.

Nothing herein relieves you from your obligation to comply with all applicable laws and regulations including compliance to the current local regulatory environment.

Griffith   
FOODS

# Why are we launching Savour Flex?

Some low-fat snacks that are currently on the market are perceived as tasting 'dry', they lack flavour and are unappealing to consumers, shown in our own GF Survey. With Savour Flex, we leverage low-fat snacks in terms of taste, palatability and create a pleasant eating experience. Savour Flex combines perfectly the wishes to meet nutritional labelling and HFSS requirements.

## Driven by Consumer Insights\*

- ✓ Low-fat savoury snacks are the second most frequently consumed healthy snacks in Europe
- ✓ Losing weight is one of the main reasons to snack healthy
- ✓ Current limited low-fat snacks offer is not in line with consumers request and lack taste

## Consumers ask for...

Better health contributions: Nutri Score A/B, Green or Orange Traffic Light, low-fat claim on pack with...

- More outspoken taste
- Wider range of flavours
- The Savour Flex offering is perceived as better compared to current market offer (consumer concept testing)
- Thanks to Savour Flex, snack consumers evoke the intention to increase their low-fat snack consumption
- Consumers are willing to pay an additional price for Savour Flex



***"Low fat savoury snacks are the second most frequently consumed snacks in Europe"***

\* Source: Griffith Foods Low Fat savoury snacking Survey in Europe (n= 3,452 respondents in France, Netherlands, Germany, Spain, Sweden, UK).

# What are the benefits?

Savour Flex delivers a better tasting and eating experience for low-fat snacks so that consumers will feel satisfied while enjoying healthier snacks.

Many extruded Snack products in the market use oil slurry application systems. The high oil content gives a full mouthfeel and body to the product.

By converting to a Spray & Dust system with seasonings containing our Savour Flex Toolbox Solutions will:

- Improve the nutritional balance of their products.
- Replace the loss of body and boosting the flavour profile creating a more fulfilling eat.
- Contribute to improving the Nutritional Labelling of the finished snack.

- **Vegan**
- **Gluten Free**

## How does Savour Flex work?

- Our solution triggers the Kokumi receptors in the mouth. Kokumi is known as a 'flavour modifier and a mouthfeel' rather than a taste. The concept describes a certain type of mouthfeel the body detects through calcium channels on your tongue (a recent scientific discovery).
- It enhances the flavours sweet, salty, citrus and umami character and masks bitter and astringent notes.
- Enriching the complexity of the seasonings and the lingering sensations through the eating, resulting in a satisfying and full bodied, rich flavour in the mouth.

## The suggested flavour profiles and substrates

Savour Flex is a Toolbox and thus all flavour profiles can benefit from the 'impact' of Savour Flex, the choice is yours. Suitable for an oil spray dust-on application to flavour popped crisps, baked snacks, extruded snacks, veggie based extruded and rice cakes.

We are offering 6 flavour profiles to demonstrate the effect:

- **Original Sea Salted**
- **Sea Salt & Vinegar**
- **Sour Cream & Onion**
- **Cheese**
- **Roasted Paprika**
- **BBQ**





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