The Food Industry is changing

Nestlé to ditch artificial flavours and cut salt
Nestlé will be removing artificial flavours and slash salt levels in some of their products amid growing public health concerns.

Original Kraft Mac & Cheese to Nix Artificial Colors, Preservatives
Kraft Foods announced that beginning in January 2018, Original Kraft Macaroni & Cheese sold in the United States will no longer be made with artificial flavors and colors. Kraft Mac & Cheese is the top-selling macaroni and cheese product in the United States.

Unilever cleaning up ice creams
Unilever has committed to sourcing milk and cream from cows not treated with artificial growth hormones for all of its ice cream brands.

Diana Food
Member of the Symrise Group
Consumer concern around food content

55% of consumers believe America’s food production is on the wrong track, citing:

- Food content; processing, chemicals, sugar, HFCS, fat, salt, etc. 42%
- Safety and production; mass production, lack of local production, contamination, GMOs, etc. 22%
- Economy, jobs, and food costs 19%
- Personal time management; emphasis on fast food and laziness 16%
- Obesity and self-control 9%
- Regulations and government 8%
- Corporations and profits 5%

Source: Field to Fork 2012, Edelman (USA Consumer survey)
Toolbox Approach to Reducing Sodium

- Covert Reduction
- Receptor Stimulation
- Multi Sensory
- Substitutes
- Boosters

DIANA FOOD, PROPRIETARY and CONFIDENTIAL INFORMATION
DIANA Booster

The range

- Improve Taste in salt reduced recipe
- Universal Taste & Intensity Booster
- Masking
- Umami Enhancement
DIANA Booster
Tested in application, Proven performance

N’ Taste
Delivering a Taste Boost & Roundness

CHARACTERISTICS:
- Vegetable based
- Non GMO
- Not made from yeast
- Available in powder or liquid forms
- Halal & Kosher certified
- Allergen free
- Average dosage in final product: 0.25–0.9%

KEY BENEFITS
- Universal taste intensity booster
- Contributes to Umami enhancement in final product
- Help improving taste in a salt reduced recipe, without compromising taste
- Masking effect, depending application
- Provides fullness, roundness & complexity to products
- Lingering effect, brings mouthfeel to final products
- Clean Label declaration
- Convenient: easy to handle, easy to store, easy to use
Let’s Look at Sodium Reduction
Performance in Dry Vegetable Soup

- **Recovers** original saltiness, intensity and vegetable notes
- **Increases** Umami and overall flavor persistence

**Performance in Dry Vegetable Soup Base**

- **25% less Salt**
- **25% less Salt + TNH1**
- **Control**
**TNH1:**

_Delivering a Taste Boost & Roundness_

**MUSHROOM JUICE CONCENTRATE**

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>RATIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 % mushroom juice concentrate</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>RATIO:</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Ratio</td>
<td>1 kg of concentrate is made from around 14.5 kg of fresh mushrooms</td>
</tr>
<tr>
<td>Raw equivalence</td>
<td>1 kg of concentrate is made from around 14.0 kg of fresh mushrooms (edible part)</td>
</tr>
<tr>
<td>Juice equivalence</td>
<td>1 kg of concentrate is made from around 10.0 l of single strength juice at 40°b</td>
</tr>
</tbody>
</table>

* Ratios are subjected to natural fluctuations of raw material content

**SUGGESTED APPLICATIONS**

Soups, sauces, stocks, ready meals... : 0.25 - 1.00 %

**ORGANOLEPTIC TEST**

0.8 % in water at 20°C (68°F)

**CHARACTERISTICS**

<table>
<thead>
<tr>
<th>Appearance</th>
<th>due to the concentration, a partial crystallisation can appear, without altering the organoleptic quality of the product. We recommend to homogenize before use or to warm the product to be able to empty the pouch more easily (at 60°C, 140°F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solubility</td>
<td>water soluble</td>
</tr>
<tr>
<td>Colour</td>
<td>clear and pale orange</td>
</tr>
<tr>
<td>Taste</td>
<td>umami, salty, mushroom note</td>
</tr>
</tbody>
</table>
Thank you