

New IFF Co-creation Centre to redefine food and beverages in South Korea

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IFF announced the opening of its first dedicated food and beverage lab in Gangnam, Seoul, South Korea. The new co-creation centre reinforces the company's commitment to Be the Premier Partner as it seamlessly brings together flavour and ingredient expertise with food design capabilities to deliver the best-in-class innovations to customers in South Korea.

Significantly adding to South Korea's vibrant food and beverage landscape, the new centre will support beverage, culinary, snack, and dairy manufacturers with greater speed-to-market through insights-led innovation. Manufacturers will have access to advanced lab technology, and the expertise and knowledge of IFF's team of food designers. The centre features dedicated customer co-creation design spaces and a dairy and beverage ultra-high temperature (UHT) pilot plant for small-scale product pilot testing. It also houses a professional culinary kitchen, where IFF's team will develop savoury seasoning solutions for instant noodles, snacks, and local sauces.

"This innovation centre marks an exciting milestone, showcasing our dedication to pioneering innovation and enhancing accessibility for our valued customers," said Dr Li Yongjing, president, of Nourish, Greater Asia, IFF. "As a leader in integrated ingredient and flavour solutions, our strategic approach enables us to co-create food and beverages that resonate with consumers. This investment underscores our commitment to ensuring that our customers can swiftly adapt to the

demands of a rapidly growing market and evolving consumer preferences."