

IFF unveils food and beverage innovations at Gulfood Manufacturing 2024

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IFF is set to unveil a series of groundbreaking food and beverage innovations at Gulfood Manufacturing 2024, from 5-7 Nov., Dubai World Trade Center, Hall 8, booth A8-4, leveraging cutting-edge technologies and deep consumer insights. This year's theme, "Make joy through science and creativity," underscores IFF's focus on transforming megatrends into tangible opportunities for the industry.

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"We aim to revolutionise the food and beverage industry with innovative solutions that exceed market demands," said Helga Moelschl, regional president, of AMETI, Nourish, IFF. "Our approach combines scientific expertise with a relentless spirit of creativity and agility. We are excited to present concepts that embody these principles. Visitors will experience firsthand how our sustainable and affordable solutions deliver unparalleled sensory delight and functional health benefits."

IFF will showcase a diverse range of new concepts inspired by key consumer trends like Experiential Delight, Health, and Affordability across various categories, including beverages, dairy, snacks, bakery, culinary, bars and confectionery. These innovations highlight IFF's technical expertise and creativity in helping manufacturers create products with sensory appeal and functional health benefits, while also reducing costs.