

IFF launches interactive platform to inspire adult beverage innovation

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IFF, a global leader in food, beverage, health and wellness, has unveiled SipScape, a new platform designed to inspire innovation across the rapidly evolving adult beverage landscape. It offers actionable insights and trends, including product design, flavour modulation and sweetness reduction in no-and low-alcohol beverages. The platform also highlights IFF's expertise in incorporating botanicals, natural colours and other functional additions based on current trends and market demands.

"Understanding how and why people drink today is essential to staying ahead," said Fernanda De Paula, vice president of global beverages category for IFF Taste. "Consumers are looking for more than a buzz, and drinks are no longer defined solely by their alcohol content. The most successful new products are those that reflect people's values, fulfil specific occasions and genuinely resonate with their needs. When done right, beverages can turn fleeting moments into joyful and meaningful experiences. SipScape is a vibrant virtual social scene, where brands can meet today's beverage consumers, learn more about their preferences and uncover exciting innovation opportunities."

Visitors to SipScape will benefit from deep explorations fueled by PANOPTIC, IFF's proprietary trend and foresight capability. PANOPTIC has decoded cultural and consumer drivers, providing new insights into current shifts in the beverage market—such as the rise of conscious consumption and moderation among younger consumers. SipScape introduces five new consumer personas, each paired with distinctive concepts that reflect their unique preferences and motivations.