

# BISCUIT



## WHO AM I...?



**Family:** I am from the bakery family.

**Description:** I am a flour based snack and am generally crisp and crumbly in texture. My name, biscuit, means “twice cooked” in French, due to the fact that originally I was baked twice.

**Origin:** I originate back in Egyptian and Roman history as a means of reliably preserving nutritious food, especially when travelling. At that time the daily consumption of a biscuit was considered good for health.

**Host country:** All countries host their own biscuit specialities; from Digestive biscuits in the UK, Petit Beurre in France, Galleta Maria in Spain, Butterkeks in Germany to Speculaas in Holland.

**Why Flash Promote Biscuit?** Biscuits are ever popular. Chocolate & ice cream manufacturers started blending biscuit pieces into their recipes and now demand for biscuit flavors is translating into indulgent desserts, yogurts and even alcoholic beverages. *Now is the perfect time to rethink your brands to find a place for biscuit indulgence.*

## WHAT DO I TASTE LIKE...?

Simple and wholesome ingredients, flour, sugar and butter are baked together to create deliciously tempting sweet treats. Varying the ingredients brings new tastes and textures and the addition of fruits, spices, chocolate and nuts allow us to create endless variations, limited only by our imaginations!

Firmenich biscuit flavors help to boost and recreate the biscuit profiles, even when biscuits are not included in your recipe.



Firmenich is delighted to present you with three different biscuit profiles:

- 505374 T, a baked biscuit character with a balanced brown sugar and cereal blend
- 554027 T, which has a sweet buttery, Petit Beurre-type direction
- 554038 T, which has a wholegrain, wheaty profile

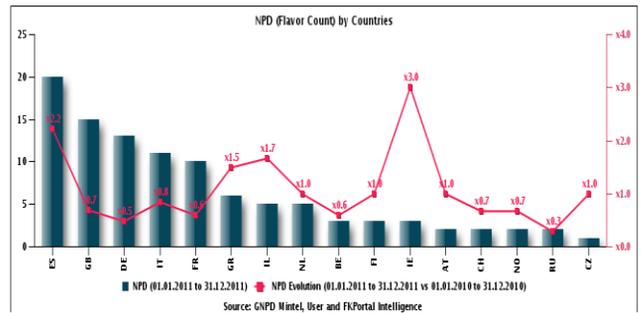
## TESTIMONIALS FROM THE EXPERTS...

**From our Dairy Category expert:**

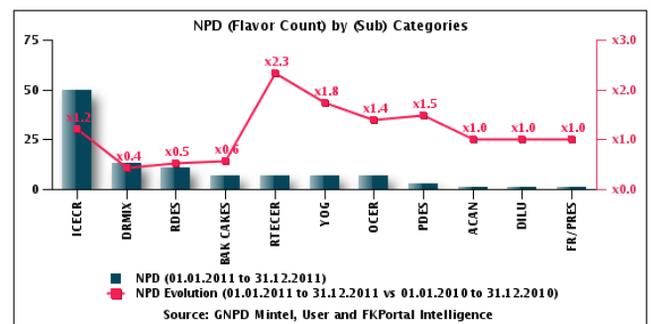
“Biscuit flavors are extremely trendy in Dairy and Desserts, probably thanks to their versatility. On their own, they are reminiscent of our favorite Petit Beurre, Galleta Maria, Speculoos or homemade cookies. Combined with a fruit note, they allow a lot of playfulness and indulgence (tarte tatin, red fruits cheesecake, lemon meringue, blueberry crumble...). On top of a cereal or nut fruit preparation, they give a lot of texture, crunch and indulgence to complement the health benefits.”



## WHERE CAN YOU FIND ME...?



- **Key countries:** Spain, the UK and Germany, are leading the trend, but with a strong interest also in Italy, Benelux and France. Be inspired by unique local biscuit tastes or bring the biscuit taste of another country to your brand for a new taste experience.

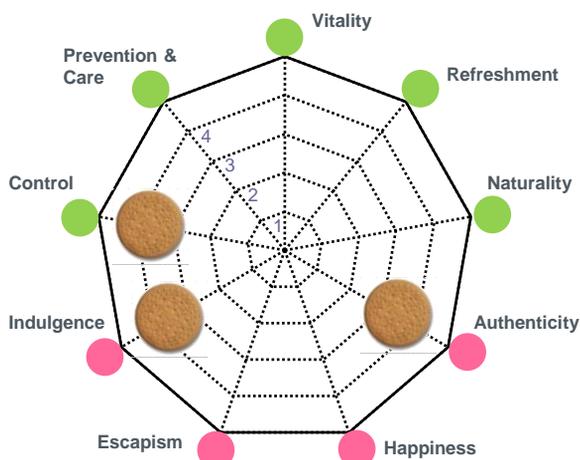


- **Key categories:** The biscuit trend is lead by the ice cream and desserts categories and recently rising in cereals, yogurts and indulgent alcoholic drinks. Be inspired by different biscuit tastes to expand the opportunities to new applications and by combining biscuit notes with fruits to create new desserts profiles.

# BISCUIT



## WHAT ARE MY KEY BENEFITS...?



- **Indulgence:** Biscuits and cheesecake offer the opportunity for indulgence.
- **Control:** Combining biscuit flavor notes with yogurt can bring a feeling of indulgence but with control of calories.
- **Authenticity:** Create a special treat with your favorite national biscuit flavor profile, combined with spices, fruits or caramel notes to enhance the local appeal.

## WHERE CAN YOU BUY ME...?



Nestle La Laitiere, Petit pot de crème biscuit flavor



Diageo, France. Biscuit flavored Baileys Crème Liqueur



Wimm-Bill-Dann, Russia. Biscuit, Lemon & Cinnamon yogurt drink



Danone Danet con Galetta, Spain, Biscuit flavored custard dessert



Nestle Sveltesse, France, Speculoos biscuit flavored desserts



Lácteos Goshua, Spain. Chocolate Cookie Dessert



Bio Slym, Italy. Biscuit flavored Soya Dessert

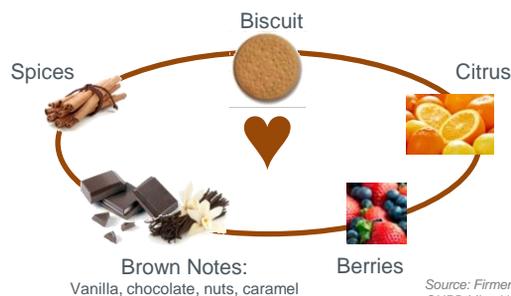


Spain. Nestle Gold, Chocolate Biscuit ice cream

## WHOM DO I LOVE TO BE COMBINED WITH...?

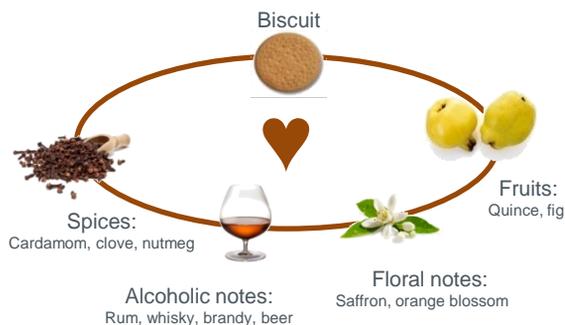
Biscuit notes love to be combined with many different flavors:

- Berries: Strawberry, raspberry, blackcurrant, cherry
- Citrus: Lemon, orange, lime
- Other fruits: Peach, apricot, mango, banana
- Spices: Ginger & cinnamon
- Brown notes: Chocolate, vanilla, nuts and caramel notes



Source: Firmenich Knowledge Portal & GNPD Mintel launches between 2006 and 2011 containing biscuit in Europe

If you would like to be more creative, we have looked at molecular synergies between biscuit and other flavor families. Here are some innovative combinations that will give you a unique taste experience when blended with biscuit notes...



Source: internal Firmenich knowledge,

## FIRMENICH BISCUIT PORTFOLIO

References	Standard Dosage	Product nature according to the 1334/2008/EC	Labelling according to 1334/2008/EC	Halal	Kosher	Flavor Descriptors	Tasting Comments
Biscuit 505374 T	0.03%	Non natural flavoring	Flavoring	Yes	Yes	Sweet, caramelic, buttery, cereal, vanilla, roasted	
Biscuit 554027 T	0.05%	Natural	Natural flavoring	Yes	Yes	Sweet, cereal, vanillin, buttery	
Biscuit 554038 T	0.01%	Natural	Natural flavoring	Yes	Yes	Sweet, caramelic, cereal, buttery	