

Swissarom<sup>®</sup>

2016  
Catalog





## About Swissarom

With more than half a century of professional experience, Swissarom has established itself as a noble name in the flavor industry of Switzerland. Having practical knowledge in the production of flavors, extracts and related products, Swissarom was able to find its position among top European brands. In a short period of time, this led to not only gaining a noticeable market share in European and African countries, but also making Swissarom a research and consultation center for many multinational organization in the food and beverage industry

While our European and African market was developing, the Swissarom research and development division was keen to enter East Asia. Following this desire, Swissarom got privileged to become one of the prominent producers of flavors special to East Asia. Shortly after and over the next couple of years, we expanded into the Middle Eastern market to continue our growth strategy.

From Mother  
Nature  
To Your Life





Our goal is to satisfy every flavor related expectation of our loyal customers while attracting new interests. This, has led us to provide a vast variety of high quality products, living up to Swiss standards. Every day our customer base around the globe has grown as a result of this.

We like to summarize Swissarom's vision as "creating imminent flavors". Hence, by accruing and training elite flavorists and chemists, we have put ourselves among the top providers. Moreover, hiring local experts in each of our territories, and consulting them in the process of examining local offers to shaping the final product, is a custom for Swissarom. This effort would, undeniably, promote local knowledge.



# Applications

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Due to the prominence of Asia in the modern era, a wide range of Swissarom's products are provided for this market. The flavors are categorized in to five applications:

- Confectionery and Sweets
- Bakery and Pastry
- Dairy
- Beverages
- Savory / Umami
- Tobacco

It should be mentioned that in accordance to the diversity of taste, and depending on the application and conditions of usage, each of the mentioned groups is divided in to several subgroups with various tastes and odors. This is to meet the need and curiosity of our diverse customer base.

# Confectionery & Sweet Flavors

This category belongs to flavors for sweet goods such as chocolate, gum, candy, pastilles and other confectionery / sweet products.

Preamble: The flavors categorized here could also have been listed for general applications, but then the concept of dividing this Product List into application would not have been consequent.

Confectionery: Only those flavors shown excellent performance in Confectionery products, has been handpicked. Flavors in this Sector are also called 000'1:1 flavors since they have reference to the dosage indication 1 gram to a 100 grams of finished product or %0.1.

Special considerations have to be taken in following applications:

Fat-bases: In fillings (up to %70 fat) with a high content of fat water-soluble flavors may not be the answer. In this case, Oil soluble or powdered flavors should be used in order to guarantee a good performance of the flavor.

Chewing Gum: Special attention has to be paid to the solvent(s) used in the flavor for such products. Some solvents may adversely affect the elasticity of the gum base. Since the dosage in Chewing Gum is exceptionally high, e.g. 8 to 10 times higher than in hardboiled sweets, use a concentrated flavor with as little solvent as possible. In many cases, good performance has been achieved by using Terpenes as solvent!

Chocolate: Flavoring a chocolate by using a flavor having a dosage indication of 100 to 200 grams per 100 kilos of finished product, the texture of the chocolate will most likely be affected in an irreparable way. For ideal result, use a stronger flavor (e.g. 50 grams per 100 kilo) or a spray-dried flavor.





# Bakery & Pastry Flavors

Flavors specific for bread, pastry, cakes and all the various classes related to consumer-related industries of bakery.

Bakery Flavors: Being heat stable and compatibility with the fat part of the product are the most important benefits that flavors for Bakery products must have. A Simple solution to compensate the loss of flavor during heating procedure, is to increase the dosage or utilizing concentrated flavors. This has been disfavored by manufactures and customers as it would increase

Two kinds of flavors which are recommended for this application:

Encapsulation: The flavor is encapsulated in a carrier (e.g. Gelatin) and is released after a certain delay, thus surviving the baking process.

Precursors: In a more modern technique, affected by the heat, new flavors would develop and emerge in the baking process. This is due to the presence of precursors in the batter or meat which with help of heat will display fantastic flavors like freshly baked bread, meat-crust, and etc.

Pastry Flavors: Historically, the pastry-cook could never have coped with measuring minute amounts of flavor for the limited number of pastries he made every day. Therefore, low concentrated flavor-paste in a convenient bottle or flask was the ideal tool for him. A few splashes of the flavor in a batter or pudding was all he wanted. For this purpose our pastry flavors are the ideal products for the pastry industry.



# Beverage

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The beverage sector contains flavors for fruit juices, soft drinks, beers, energy & sport drinks, enriched drinks, tea, coffee, instant drinks, medicines, and etc.

The most important benefits that flavors for non-alcoholic beverages should have, would become discernible on the product appearance as below:

- Clear drink
- No ring-formation
- No or very little sedimentation
- No or only slow discoloration
- No or only slow oxidation

Indubitably, these changes which gradually take place can never be eliminated, thoroughly. Especially, in a case that manufacturer of such products does not adhere to some fundamental rules such as:

- Inferior quality of the water
- Exposure to direct sun-light

A simple recommendation for beverage manufactures is to store their bottles according to international regulations.

Soluble Essence: For clear lemonades, notably the citrus flavored ones, Washes have proven to be the most ideal product, as they guarantee maximum solubility and minimum oxidation. Moreover, they display very good head-note which is important, since the consumer's nose is the first to come into contact with the flavor.

Wash is an essential oil (e.g. Lemon) which has been washed out with a mixture of Ethanol and Water. The Terpenes will stay on the surface while the more polar flavoring ingredients will be in the Ethanol/Water mixture.

Top Notes: Normally top notes are highly concentrated essential oils, which are added in minute amounts to the syrup in order to give it a special twist. However, care must be taken, when using a top note flavor. Swissarom recommends preparing a %5 solution in ethanol and adding it to the syrup (approx. %0.1). This is due to the fact that the pure product is highly concentrated (%0.005) and therefore difficult to disperse.

Compounds (Emulsions): May contain certain amount of juice or will yield a cloudy beverage simulating the presence of juice in the final drink. Most of them already have the required amount of color, making it easier for the manufacturer not to be bothered to handle it separately while reducing the production time.



## Savory

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Flavors for processed foods, soups, snacks and chips, nuts and dried fruits, meat, fish, cheese, buttermilk, sauces, salads, spices, pickles, and many other products are housed in this section.

There is hardly a domain within the food industry, where such vast variety of flavor systems are being used as it is in the Savory industry. It is often joked within the industry, that no one knows how to call the totality of the industry which manufacturers everything except sweets. Nevertheless, there are five sub-domains for savory which is clearly defined:

- Condiments e.g. Maggi, Mustard, Ketchup, Mayonnaise
- Convenience e.g. Ready Meals, Pizza, Soups
- Meat e.g. Sausages, Ham, Pate
- Pickles e.g. Gherkins, Onions, Green Chillies, Vegetables
- Snacks e.g. Chips, Crackers and extruded Snacks

The same applies to the flavors. Dill, for instance. A Dill flavor can be derived from Dill regardless of the fact that it comes from an essential oil, an oleoresin, both or from key-ingredients in Dill.

Furthermore, a Dill Flavor can also be a combination of different spices and in fact is meant to be used in a Dill Sauce. With this knowledge, we have classified our products accordingly. In the first case products would be called a Dill flavor and in the second case a Dill Spice Mix Flavor.

Flavor: Can be a natural or nature-identical flavor. If a spice oil has been diluted with a solvent, it is also called flavor. Since it may well be used in combination with other Building Blocks or flavor Systems in order to give the final product a nice twist these products could be considered Building Block or flavor System, as well.

Seasoning: Mixes of different spices (without or with solvent) are listed in this section.

Condiment Flavor: Condiment is the addition of Salt, hydrolyzed vegetable proteins (HVP), yeast extract and flavor enhancers such as Ribotide to a spice or spice-mixture. Hence, condiments have no specific flavor and are used to enhance the food in a very general manner. Due to their popularity, special names have been given to Sausage Flavor (condiments for sausages such as Frankfurter, Salami, Mortadella, etc.) and Snack flavor (condiments for snacks).

Savory flavor: In order to eliminate ambiguity from the definition of seasoning, condiment and savory flavor, it should be acknowledged that savory flavor consists more or less of the same ingredients as condiment, except that it displays a distinctive aroma profile, e.g. mutton, roast beef, lean chicken meat, etc.





## Dairy

Dairy flavors are considered for products such as milk, fruit yogurt, ice cream, ice cream coatings and sauces, dessert, pudding, soy milk, cheese, butter, margarine, etc.

Nothing prevents a manufacturer of Dairy and Frozen products to use a beverage essence in a Water-Ice or Ice Cream, which usually is being used in a clear Lemonade. This is true with flavors for general applications, Compounds or even Pastry Flavors, as well.

Nevertheless, in the early 70's, so called "Aromes naturels renforcés", which in France were allowed to be used in flavored yoghurt as natural flavors, made its way throughout the world as the most ideal flavors for this type of application. Because they contained approx. %40 fruit content and a nature-identical flavor of %0.2 as a reinforcement, they displayed a rounded off flavor at a dosage of 1 kilo to 100 kilos of finished product. The fruit content made the flavor more natural, and the nature identical flavor of %0.2 added the flavor which had been normally lost in concentrated fruit juices.

In Swissarom, this tradition was further developed and such products was named nature identical!



# Tobacco

Tobacco flavors are specific to all derivatives of tobacco including Casings, Top Flavor, and Building Blocks.

In Swissarom, we distinguish between three different types of Products:

Casings (Tobacco-sauces): Tobacco sauces are as old as tobacco smoking! For centuries, tobacco sauces were used to keep the tobacco humid and to eliminate the scratching in the throat. It was mainly the sailors who humidified the tobacco with alcohol, Fig or Plum Juice.

- Casing 900
- Extract 90
- Building Block 1
- Sugar Syrup 9

Top flavor: Top flavors are flavors that are added to the tobacco at the end of the whole process to give a distinctive and pleasant smoke, odor and taste to it.

In order to achieve the ultimate sensation when a cigarette or pipe-tobacco is being smoked, tobacco flavorists should have noticeable skills and Patience in compounding flavors (building blocks).



Building Blocks: Admittedly, to combine various flavors to a single one in order to achieve the desired result shows that creativity doesn't know any boundaries. Hence, we have put together a wide range of building blocks which we consider to be important tools a tobacco flavorist should have access to.

And that is how a final formula could look like:

- Top Flavor I: 500
- Top flavor II: 490
- Building Block I: 1
- Building Block II: 9

A last word about the Tobacco flavorist who took 14 flavors to reach his goal. Most of the flavors he used were general food flavors, meaning they were not specialized for his case. These flavors could just as well have been used for flavoring an Ice Cream, a Hard-boiled Candy or a jelly! So if a tobacco flavorist is looking for a fruity note, he may just as well take a strawberry or raspberry flavor!



## Lets Start Today

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Whether you are a flavorist, R&D chemists, production supervisor or a business owner we love to have you on our global family. Swissarom culture was built to embrace every of your flavoring demands whether you are multinational manufacture or a small ice cream shop.

Having decades of experience, our elite R&D labs are well trained to affect global trends and satisfy ever changing customer requests. Swissarom sales staff are educated about the local preferences to suit you with our best offers.

Nonetheless, hear our some reasons that have put Swissarom at the forefront of the market:

- Creativity, Knowledge and Experience
- Quality living up to highest standards
- Fast paced production
- Tailored production
- Perfection in taste resemblance

# Lets Meet

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