

Make it sense-ational

Multisensory food and beverage experiences have emerged as a new area for innovation, as science reveals how sensory interactions can enhance engagement. At the same time, consumers' concepts of indulgence are expanding to include a desire for memorable experiences.

“Entertaining the senses”

a top trend for 2021, according to Innova Market Insights.¹



3 in 5 global consumers say:

“I am interested in trying new sensory experiences (aromas, tastes, textures, colors, sensations)”²

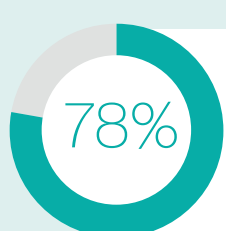
EMERGING SCIENCE



Neurogastronomy:

A psychological approach to food that examines how scent and taste are interpreted in the brain, influencing emotion, memories, food preferences, cravings and appetite.³

YOUNG INNOVATORS



78% of millennials would choose to spend money on a desirable experience or event over buying something.⁴

Digitally native Gen Z account for:

75%
of Instagram users⁵

60%
of TikTok users⁶

SENSORY ENGAGEMENT STRATEGIES

Use visual cues



Round shapes tend to increase sweetness perception⁷



Angular shapes enhance perception of crispness/astringency⁷

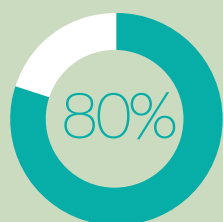
Color can set subconscious expectations:^{8,9}

Red = Sweet | **Black** = Bitter | **White** = Salty | **Green** = Sour

Create a sensory surprise

- **Contrasting flavors:** Spicy + sweet, sweet + savory, sour + salty
- **Layered textures:** Creamy, crunchy, airy, chewy, fizzy
- **Bold colors,** like purple or blue, can make it memorable and Instagrammable

Evoke emotion with aroma



80% of flavor comes from our sense of smell,¹⁰ and research has shown that certain flavor-scent combinations can trigger specific emotional responses, including joy, relaxation, love and nostalgia.^{11,12}

Tantalize with taste & texture

Getting sweetness right. Creating craveable sweetness with less sugar can be a challenge. Cargill's sugar reduction experts can help you find the right solution for your application.

EverSweet®
Stevia Sweetener

ViaTech®
PRECISION SWEETNESS

Zerose®
Erythritol

Making texture memorable.

Decadent or delicate, silky or springy, our full texturizing portfolio can help your products transcend the moment.

- ✔ **Label-friendly starches**
- ✔ **Soluble rice flour**
- ✔ **Canola/sunflower lecithin**
- ✔ **Plant-based proteins**
- ✔ **Custom Texturizing Systems**



Engage consumers by activating their senses.

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SOURCES:

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