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Press Release

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Hawkins Watts launches a Savoury Flavour Toolkit

Achieving the optimal flavour is vital for the brand development of any food product. While it's the marketing manager's role to get consumers to try the product the first time, ultimately it is the food technologist's responsibilities to formulate the product so that it tastes so good consumers buy it again and again.

'Demand for savoury flavours has increased significantly', says Stuart Jones, Business Development Manager at Hawkins Watts Ltd. 'The growth of instant meals such as single serve noodles and pasta has been a challenge for developers, with consumers requiring better savoury flavours with good sensory profile and intensity'.

Some New Zealand flavour preferences have also started to emerge. Taste panels carried out in NZ and Australia have shown that Kiwis prefer a stronger natural smoke flavour than Australians but tend to reject the more acidic North American smoke flavours.

Hawkins Watts recently used a Symrise Beef flavour in an alginate-based restructured meat product developed in the HWL test kitchen. 'Given the lower meat content the results were surprisingly good', reported Jones.

Other market pressures are also having a flow on effect for product developers. A focus on reducing sodium content in many foods is changing the flavour profile of many foods, again requiring careful selection of flavours.

To address some of these concerns Hawkins Watts Ltd and Symrise have developed a savoury flavour kit, containing flavours that have been selected for the New Zealand market place. The kit includes samples of chicken, beef and pork flavours along with an Au-Jus flavour and a smoke flavour plus product specifications and documentation. Other savoury flavours such as Cheese, Garlic and Onion are also available from Hawkins Watts Ltd.

For further information and samples please contact:

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