

CAPTURE **BOTANICAL** TASTES



Silesia's Flavours **Basil**

2021



Basil

Multifaceted Flavours

Basil is doubtless one of the most fascinating and flavourful herbs and we do not want to miss it on our window sill.

In general we associate basil with Italian cuisine, be it Caprese, pesto or pasta.

Did you know that there are a large number of varieties that differ not only in size, colour and leaf shape, but also in their respective unique taste profiles?

The popularity and multifaceted nature of basil were the inspiration for our new basil flavour range which turns your product into an individual taste.

Basil

Flavours with the summery freshness or the „royal“ herb

the word basil comes from the Greek (vasilikós) and means "royal". It was already being cultivated as a culinary, medicinal and ornamental plant in the Near East around 1000BC. In the 12th century, basil found its way to Central Europe and was initially cultivated in monastery gardens.

Today, basil is available in many different varieties all over the world. Our new flavour range captures this diversity and reflects the spectrum of basil from classic to exotic.

With our flavours, you get the dewy fresh taste of basil regardless of preparation and application at any time of year.





Silesia's **Botanical** Flavours

Basil and its many varieties cast their spell over gardeners, chefs and healers alike. It is not only suitable for savoury dishes, it can also be an enrichment for sweet nibbles and desserts or in refreshing drinks on its own or in combination with other flavours.

Our Offer

Please ask for our natural, powdered basil flavours in proven Silarom® quality for use in a wide range of products.





Capture Botanical Tastes

Silesia's Flavour

Genovese Basil

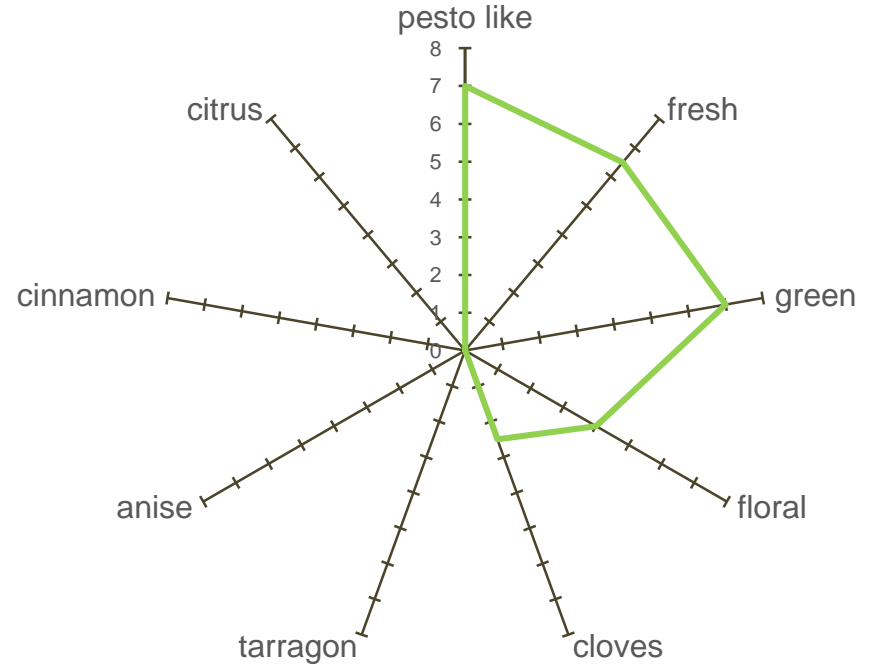
Genovese is the classic Italian basil with bright green leaves. This is an excellent basil to use in pesto and Italian dishes.

Our flavour perfectly picks up the green, fresh pesto notes of this well-known basil variety. Ideal for a tasty Mediterranean leisure trip.



Genovese Basil

The classic as flavour





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Silesia's Flavour

Neapolitan Basil

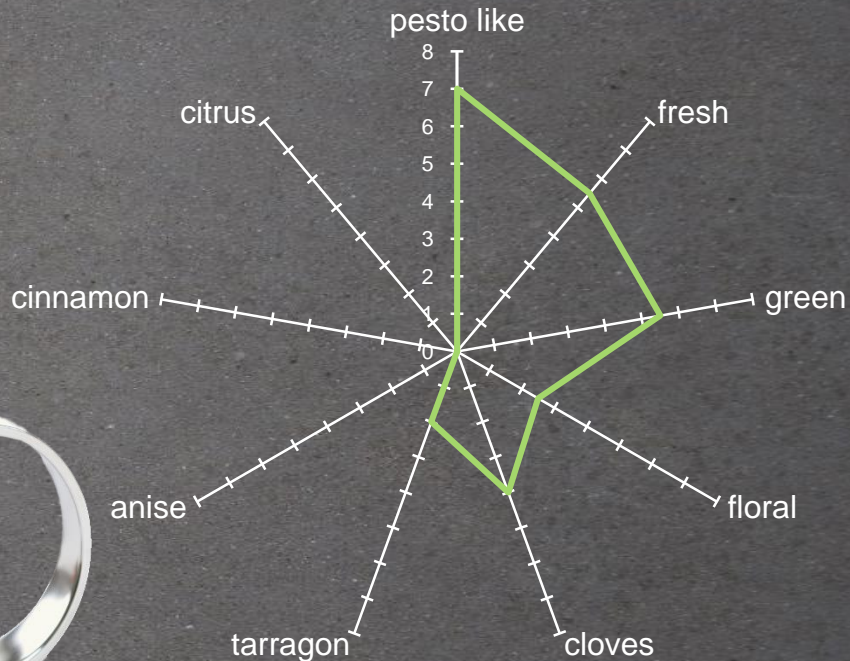
Neapolitan basil has a distinctive appearance with large, floppy wrinkled leaves. It is also called Lettuce Basil and as the name implies, it works well in salads and fresh dishes.

The spicy, slightly floral profile of our flavour is perfect for many applications.



Neapolitan Basil

A flavour not only suitable for salads





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Silesia's Flavour Lemon Basil

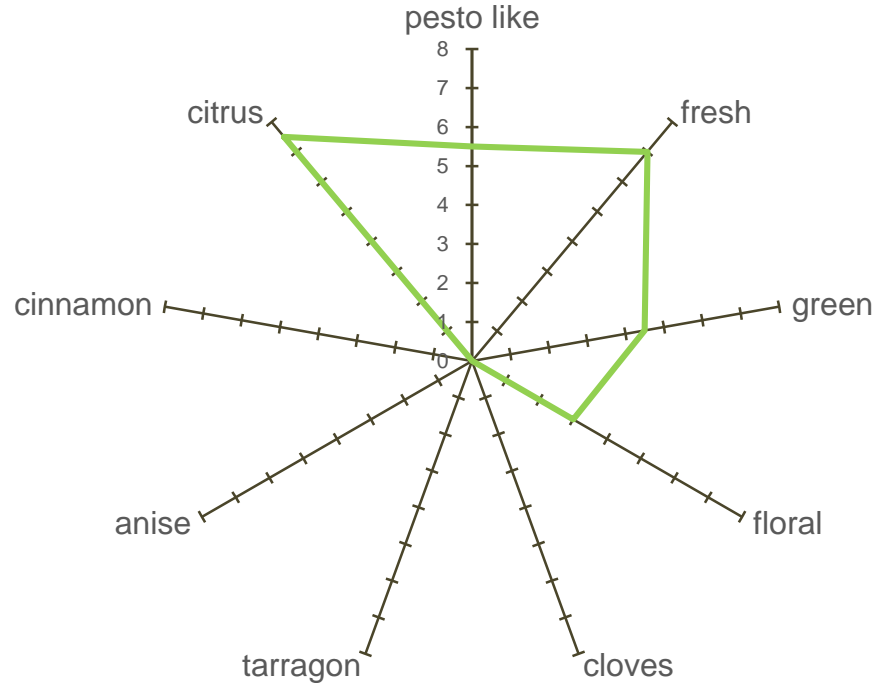
Lemon Basil is easily recognised by its flat, small leaves. Crush a leaf between your fingertips and inhale the wonderful lemony scent of this variety. There is nothing quite like fresh lemon basil.

Try our lemon basil flavour with particularly fresh and aromatic citrus notes.



Lemon Basil

The herbaceous, zesty flavour





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Silesia's Flavours

Cinnamon Basil

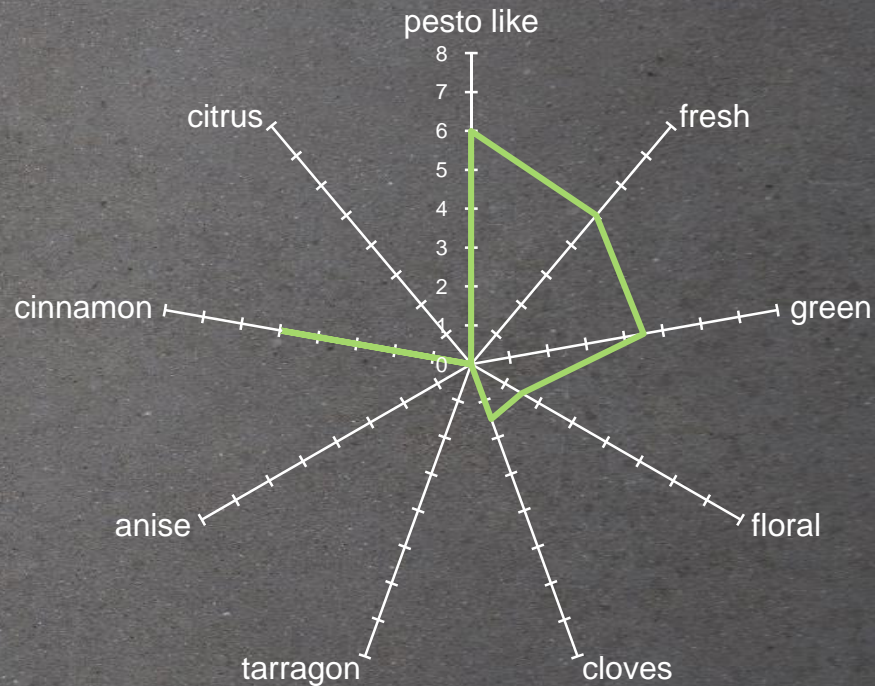
Another speciality among the basil species is the Cinnamon Basil. What is striking about this Mexican species are its greenish-purple leaves which exude a mild cinnamon aroma.

A unique flavour with notes of clove making another great contribution to our basil range.



Cinnamon Basil

A flavour with warm, spicy notes





Silesia's Flavour
Anise Basil

Native from Asia, the Anise Basil is a delight as a single flavour or in fruity combinations as widely used in Persia, Thailand and Vietnam.

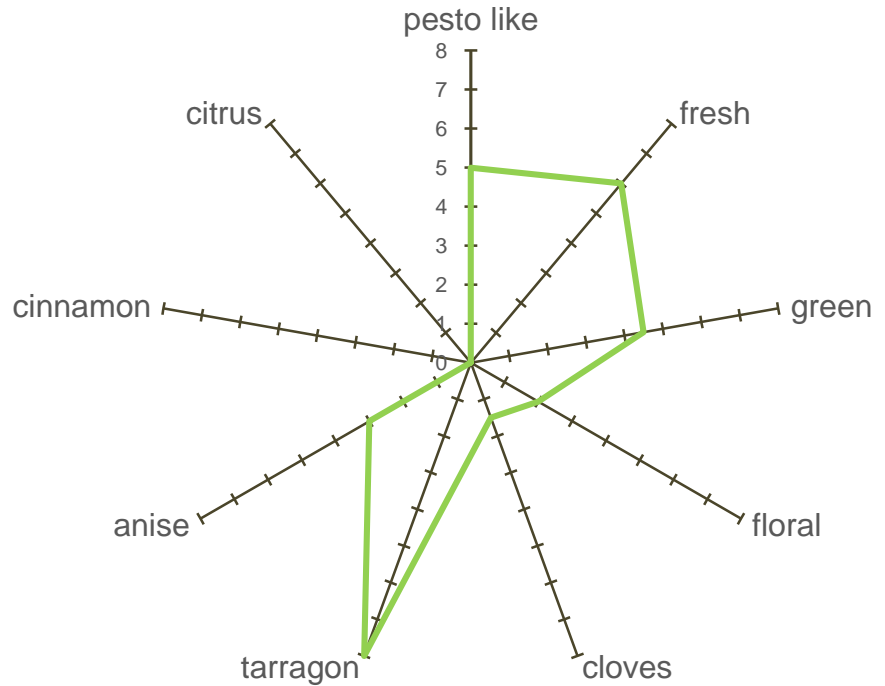
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Those who like sweet, aniseed flavours will treasure our Anise Basil flavour.

Anise Basil

The Asian Favourite as Flavour





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Silesia's Flavour

Basil, Type Zanzibar

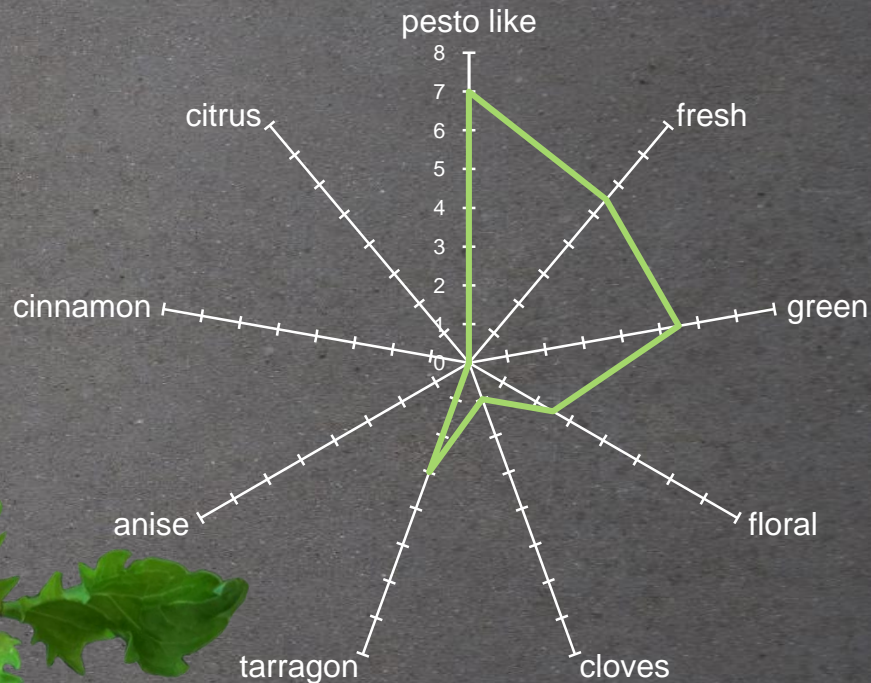
A cultivar originally grown in Zanzibar. The ruffled leaves give off a strong characteristic basil aroma with exotic undertones. In East African cuisine the leaves are used as an ingredient in curries, stir fries, and the omnipresent coconut-based sauces.

This exotic impression perfectly reflects our flavour. In addition to fresh, green components a hint of tarragon gives a special depth to this unparalleled flavour.



Basil, Type Zanzibar

A flavour with warm, spicy impressions





Basil flavours in consumer test

All types find their lovers!

Innovations are important for manufacturers to position themselves in the market, but ultimately consumers decide on the success of a product. Therefore we conducted a customer survey to investigate the acceptance of different types of basil on tomato soup.

The tasting showed that all our basil flavours were appreciated by consumers and had to offer something for everyone, from the classic to the exotic tastes.

Source: Silesia internal

Consumer panel: 531 Persons (226 male, 315 female; Age: 105 – 65 years)

Product: Basil flavours on tomato soup / Region: Germany / August 2021

Popularity confirmed by consumers

The well-known taste of **Genovese Basil** was the chosen favourite among women and men. The typical, fresh basil accent harmonises wonderfully with the base and is a pleasure for all 53 consumers.

Female consumers in particular appreciate the taste of **Cinnamon Basil**. The herbaceous combination with spicy and sweet notes is rated as a highlight and reaches rank two among women and rank three among men.

Neapolitan Basil, with its strong spicy characteristics, was appreciated by both sexes.

The fruity, fresh notes of **Lemon Basil** received a medium rating. We think this variety has a lot of potential for fruity-sweet combinations, e.g. in beverages.

Our **Anise Basil** flavour and the **Basil** flavour, **Type Zanzibar** were perceived as exceptional. Fruity, sour notes were detected in the exotic African variety, and strong, fresh, spicy fennel notes in the Anise Basil. Something for curious, adventurous consumers in search of exciting flavours.

Which of these wildflower flavours would you like to buy in products?



Contact

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Find out more:

www.silesia-aroma.com/en/company-insights

