

CAPTURE **BOTANICAL** TASTES



Silesia's Flavours
**Wildflowers
& Herbs**

2021



Wildflowers & Herbs

Well-known but uncommon as flavourings

Posts on social networks prove that our native wildflowers and wild herbs look great and are very trendy. Influencers regularly pose in flowering meadows and fields to draw attention to the beauty of their surroundings and to express the human connection to nature.

With every glimpse of a meadow or the green verges next to a cycle path, you will find many herbs and flowers to delight both eyes and palate.

True to the motto "Back to Nature", Silesia has developed new wild herb and wildflower flavours inspired by common plants native to Europe.



Floral sensory impressions that we pick up right outside our door inspire food and beverage manufacturers to develop new products. Not only teas and yoghurt drinks benefit from flavours like nettle, clover or apple blossom. Confectionery, desserts and many other applications are also increasingly relying on regional botanical notes.

Unfortunately, wildflowers and wild herbs are difficult to obtain because they are not cultivated. Therefore, we have set ourselves the task of developing exciting new floral flavours in addition to the well-known varieties such as lavender, rose and rosemary, which deliver the soothing taste experience of native wild plants without the need for costly raw material sourcing. Join us on a tasty leisurely stroll through a blooming meadow.



In culinary terms, flowers and herbs can be combined in a variety of ways, e.g. with fruits, spices or brown notes such as chocolate. Peach, for example, harmonises wonderfully with marigold. The same applies to rhubarb and cornflower. However, wildflowers and herbs are also outstanding as a flavouring component by themselves.



Silesia's **Botanical** Flavours

Our offer

Our liquid, natural flavours are especially suitable for use in the following applications:

- Cold beverages (Near water, soft drinks, syrup)
- Hard boiled candies & Fruit gums
- Yoghurt
- Mayonnaise & Dressings





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Silesia's Flavour

Apple blossom

Fresh spring greetings

Apples are among the most popular and multifaceted native fruits and the edible blossom is not just an eye catcher. Reason enough for us to complement our delicious wildflower arrangement with an apple blossom flavour.

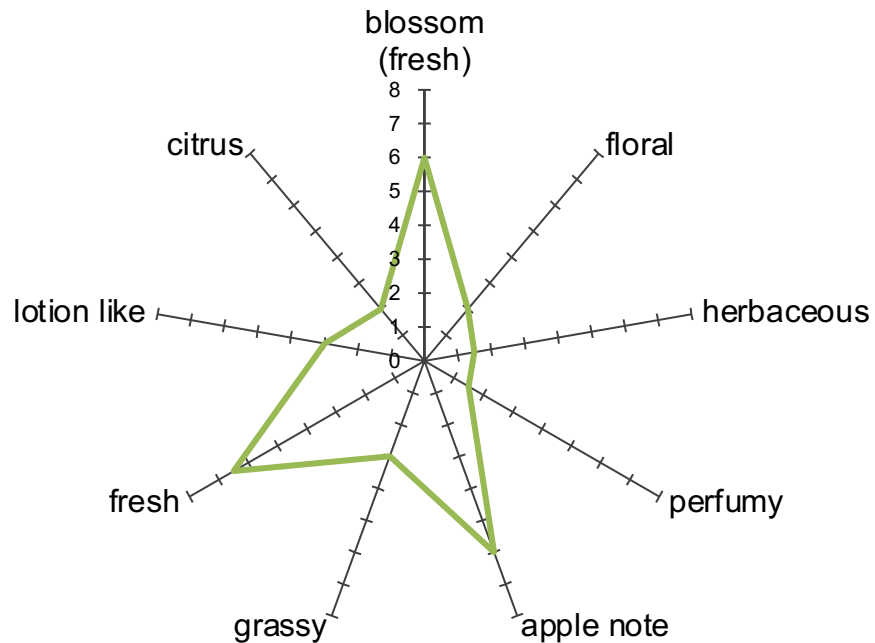
As the name suggests, the profile of a fresh, green apple dominates in the apple blossom.

This flavour is rounded off by an intense floral note in addition to a fresh citrus impression.



Apple blossom

A flavour like a fresh spring breeze





Silesia's Flavour
Nettle

The treacherous gem

Coming into contact with a stinging nettle is often a painful encounter, but its true qualities and taste have already found many lovers.

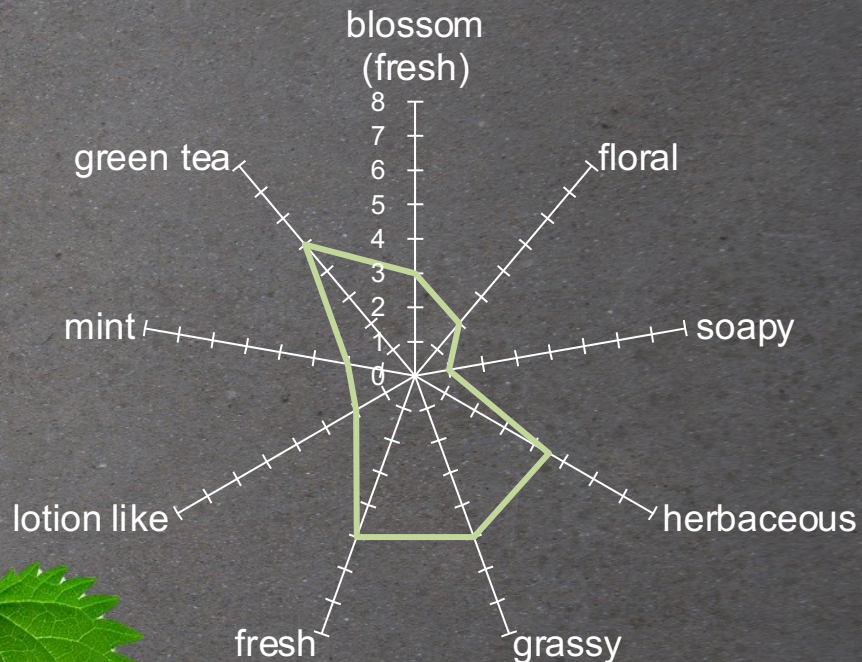
The profile of our nettle flavour includes herbaceous notes and a strong, grassy-green touch reminiscent of a mixture of green tea and algae.

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Nettle

Our flavour for green wellness moments





Silesia's Flavour
Clover

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From meadow to plate

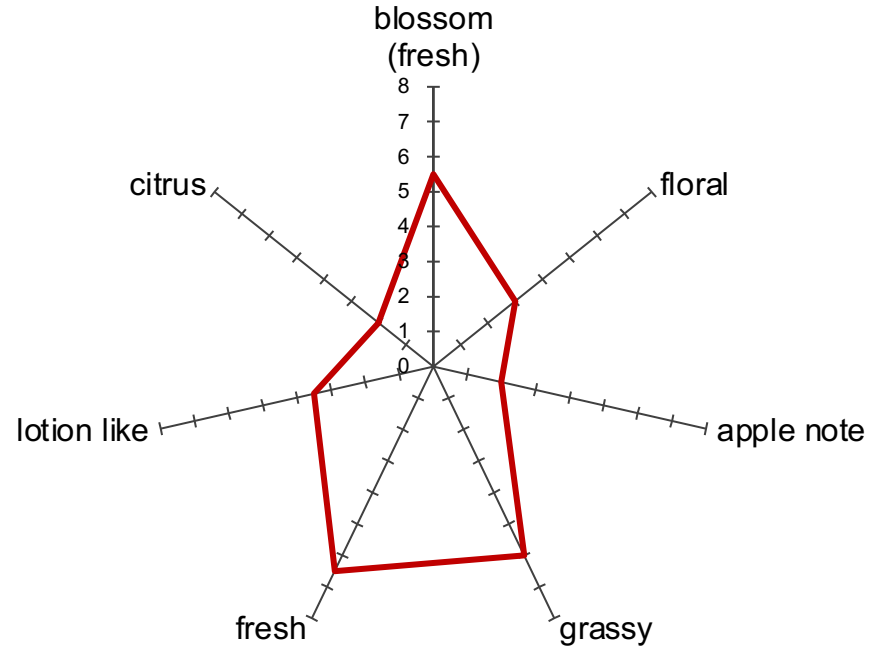
Clover is usually an uninvited guest in ornamental lawns, yet the edible flowers have a lot of potential.

In addition to the fresh, grassy and green components, our clover flavour satisfies with its light floral note, which is associated with the subtle scent of skincare products.



Clover flavour

Like we freshly picked it on our doorstep





Silesia's Flavour
Cornflower

Blue and distinctive

European consumers recognise cornflowers as bright blue colour splashes in intentionally seeded bee pastures on roadside verges.

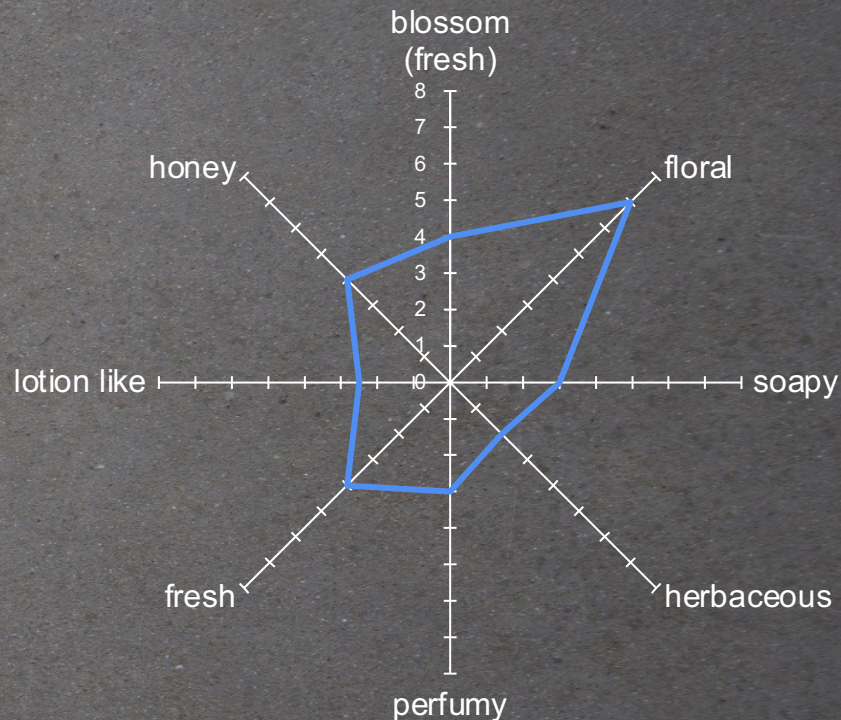
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Cornflowers have a heavy floral and perfumy scent reminiscent of sandalwood. In addition, our exceptional development has a slightly creamy, sweet honey note.



Cornflower

A blue marvel in the fields and as a flavour





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Silesia's Flavour Marigold

Not just for skin care

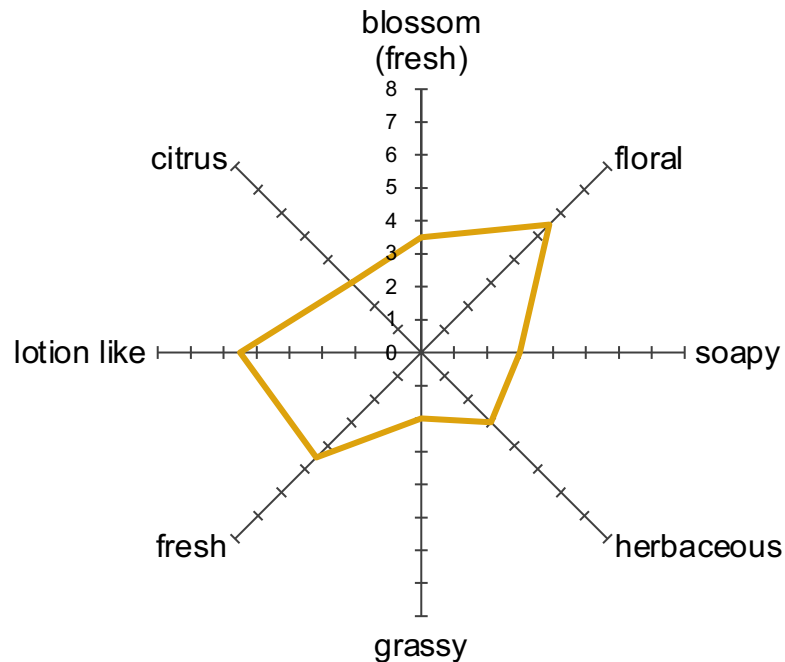
Marigold is already widely used in cosmetics. Let us show you how it can also be effective as a flavour. A unique taste experience awaits you.

Associations with soothing creams are awakened, with reference to the well-known aroma of the rose, but less soapy and with a slightly herbaceous undertone.



Marigold

A flowery flavour for well-being





Silesia's Flavour
Sage Blossom

Lavender-blue culinary classic

Apart from the leaves, the aromatic blossoms of sage have long been appreciated in cooking

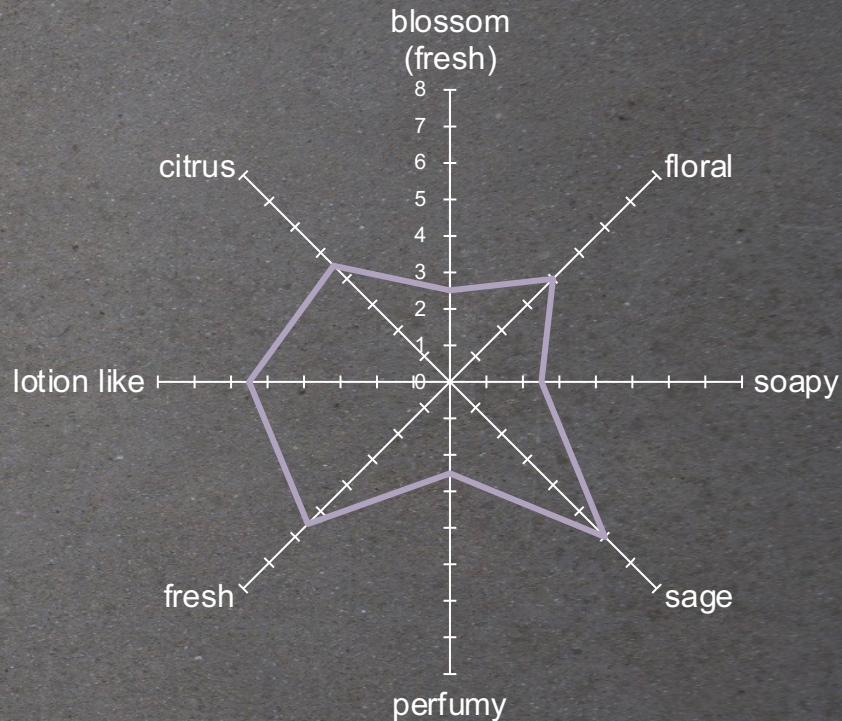
Our sage blossom flavour captivates its natural, intense and fresh taste, and is perfectly complemented by fresh lemon influences.



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Sage Blossom

Our multi-faceted wildflower flavour





Popularity confirmed by consumers

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 follow up on our thoughts.

51 people of our internal panel were asked about the taste of a near-water drink with wildflower flavours. The clear favourite was our apple blossom flavour, the fruity components combined with floral notes won over the majority of our testers. But all types find their champions.

Source: Silesia internal

Consumer panel: 51 Persons (26 male, 25 female; Age: 15 – 65 years, sensory untrained)

Product: Wildflowers and herbs flavours on Near water / Region: Germany / August 2021

Popularity confirmed by consumers

Our tasting clearly showed that floral and perfumy notes, such as the marigold flavour, are more popular with female consumers. Among men, clover found increased favour as a flavouring for near-water. It was described as refreshing and sparkling.

The survey was limited to Germany where floral flavours are not very common. The innovative products aroused interest and found approval. Combinations of our wildflowers with fruity flavours promise further growing acceptance. Taste as customers appreciate it - well known, but with an innovative, inspiring accent for conscious wellness moments!

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



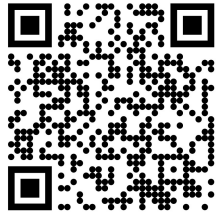
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Contact

Silesia

Gerhard Hanke GmbH & Co. KG
Am Alten Bach 20-24
41470 Neuss / Germany

info@silesia.com



Find out more:

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

