

VIVA MEXICO

**Welcome to Silesia's new
regional Headquarters**

TREND ME UP

SILESIA
TRENDLETTER
#16

Silesia 
Taste the flavour



0.1

Introduction

Mischa Franz,
CFO Managing Director
Page 3

1.0 Silesia in Mexico



1.1

Silesia in Mexico

Viva Mexico - colourful diversity
Page 4



1.2

Silesia in Mexico

Carlos Rodas –
Silesia's pioneer in Mexico
Page 5



1.3

Silesia in Mexico

The new
regional headquarters
Page 8



1.4

Silesia in Mexico

Outlook
Page 12

2.0 Flavour Highlights Mexican Foodstyle



2.1

Flavour Highlights Savoury Products

Spicy delight
Page 14



2.2

Flavour Highlights Confectionery & Bakery

Sweets meet spice
Page 17



2.3

Flavour Highlights Dairy Products

Creamy indulgence
Page 19



2.4

Flavour Highlights Beverages

Typically Mexican
Page 21

3.0 Silesia Insights



3.1

Silesia Insights

Silesia's new digital platform
Page 23



3.2

Silesia Insights

Botanicals
Page 25

CONTENT

TRENDETTTER #16



Dear readers,

Welcome to this new issue of our Trendletter. I would like to take this opportunity to introduce myself as a new member of the Silesia family. My name is Mischa Franz and I started as Managing Director of Silesia International and Chief Financial Officer (CFO) of the Silesia Group in January. Before joining Silesia I held similar positions as CFO of internationally operating family-owned companies.

I have been working in the consumer goods industry for many years, including several years as a consultant at KPMG. At the Swedish Essity Group, I was responsible for the areas of controlling, finance, IT and purchasing on various levels. Areas of transformation and constant change have always accompanied me during these years. At Silesia, too, development and constant improvement will remain main areas of interest.

From a humble beginning as a local flavour producer Silesia has evolved into a global player over the last 111 years. During this time our focus has always been on our customers and their needs. We offer support in product development, market and trend analyses and concept ideas and with this in mind we have made another new investment. In order to best serve the needs of the Latin American market, Silesia has built a brand-new regional headquarters in Mexico.

Let's take a closer look at Silesia's expansion in Mexico and our future plans. Learn more about our flavour inspirations from this magnificent country, with its early Mesoamerican culture and its unique culinary delights.

Enjoy reading this 16th issue of our Trendletter.

Yours

Mischa Franz

Introduction
TRENDLETTER #16

Mexico

Colourful Diversity



Geographically, Mexico is a country in the southern part of North America, but language and culture clearly link the country to South America. With almost 130 million inhabitants, Mexico is the second most populous country in Latin America after Brazil. Sombrero, Tequila, Chihuahua - buzzwords that come to mind when we think of Mexico - they are representative of the colourful, vibrant diversity this country has to offer.

Mexico is a truly magnificent country and has everything from beautiful beaches, dense tropical jungles and snow-capped volcanoes to cactus-strewn deserts. Many tourists come to see the historical monuments and experience the impressive cultural past of the Maya, Aztecs and Spanish conquistadors. Ancient Mesoamerican traditions and the influences of the Spanish and French colonists make Mexico a potpourri of cultural diversity. It is not only Silesia as a flavour house that is fascinated by the rich, culinary artistry of Mexican cuisine.



SILESIA IN MEXICO



Juan Carlos Rodas

"The establishment of a global distribution network led to the founding of Silesia Flavors Inc. in the USA in 1996. The idea to reach the entire American continent from here brought me to Chicago to start initial contacts with South America from the USA. Mexico, as a member of the North American Free Trade Agreement, presented itself as the first Latin American focus country", Juan Carlos explains.

Carlos Rodas – Silesia's pioneer in Mexico

Juan Carlos Rodas, of German and Spanish descent, grew up in Germany where he started his career with Silesia in 1993. His affinity for confectionery and a deep fondness for the South American region set him apart and even today Mexican culture, lifestyle and the people continue to fascinate Juan Carlos Rodas.

"The Mexican culture, the colourful hustle and bustle and the people's joie de vivre will always continue to fascinate me."

Carlos Rodas

SILESIA IN MEXICO



"Even when operating from Chicago, cultural differences and logistical obstacles limited our growth opportunities in the Latin American region which led us to the decision to establish Silesia Mexico in 1999. When choosing Guadalajara as the location, we consciously separated ourselves from many other competitors at that time. The confectionery industry was and is very present in the country's second largest city – and flavours for confectionery were our core expertise at that time. Today, Silesia Mexico is also a valued partner of manufacturers for beverages, baked goods, dairy and savoury products."

"Mexico is the ideal location for Silesia's steady growth in Latin America."

Mischa Franz

What are the benefits for Silesia's customers?

"As a family-owned company, we naturally focus on our customers and their individual needs. Our range of first-class portfolio also includes flavours especially developed for Latin American tastes such as tamarind, chamoy or chabacano and of course numerous types of chilli. Our specialists provide support in the development of food recipes (end product formulations), help with food law issues and provide information on market and trend analyses in the different segments," says Juan Carlos Rodas.

"Our customers appreciate this service very much, not just in Mexico, but in a growing number of Latin American countries. In 2007 a branch was set up in Colombia and it is operating very successfully. A second location followed in Mexico City in 2015. Since 2016 we have local sales staff in Peru and Ecuador and distributors in Guatemala and Chile."

After Silesia Mexico became a regional headquarters for Latin America in 2018 the location grew to accommodate functions such as sales, customer service, application engineering, product management and logistics so the need for expansion or relocation became inevitable.



Juan Carlos Rodas on the extensive construction measures: "In order to be able to offer our customers an even better service, we planned a new location together with our global management team. In addition to expanded storage capacities, modern laboratories and functional offices, a Customer Innovation Centre was included in the plans."

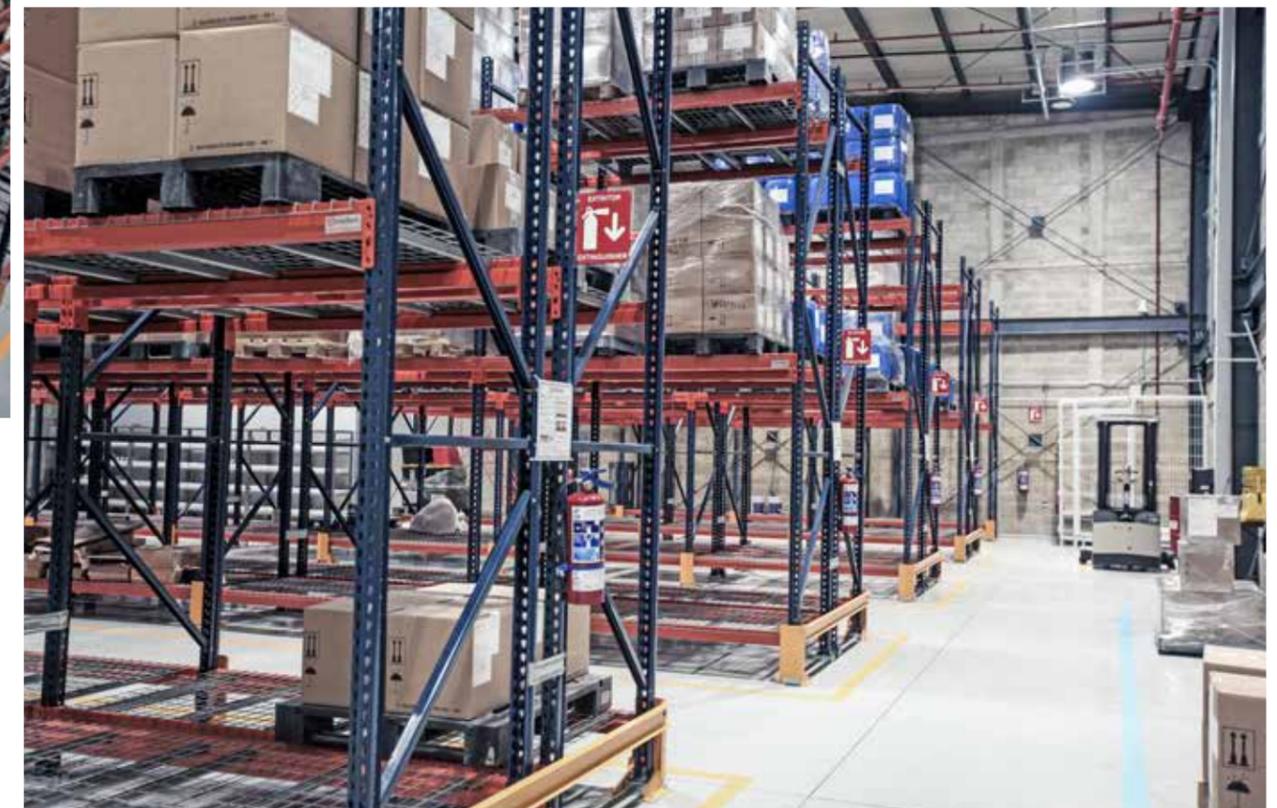


Construction began 2018 after the acquisition of a site in the southern part of Guadalajara. The location in an industrial park ensures high security standards combined with optimal technological support and a well-developed infrastructure.

Mexico – the new, regional headquarters



SILESIA IN MEXICO



Storage

Large parts of the 1200m² building are reserved as warehouse space. This significantly increases our storage capacity, taking into account all the necessary parameters for optimal storage, from safety aspects to temperature control - for a guaranteed supply of high-quality flavours to our customers.

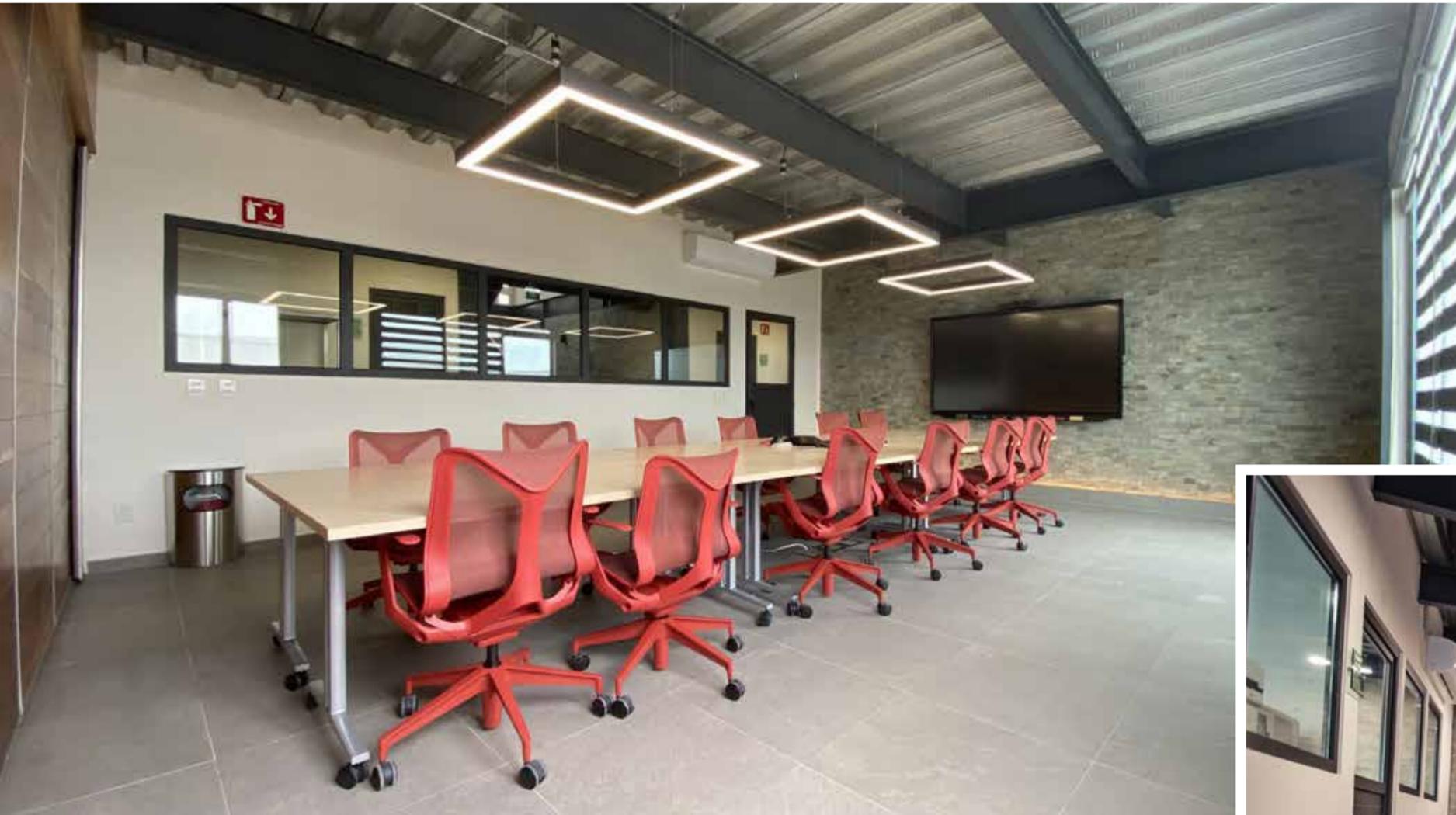
SILESIA IN MEXICO



Laboratories Application Technology & Sensory

The Latin American food market with its typical products and ingredients requires special knowledge. For our local staff, this inside know-how is complemented by extensive training, for example at our headquarters in Germany, in order to meet international service and quality standards.

We offer our customers concept developments for new products and demonstrate flavour performance on different applications as well as individually on the customer base. Our specialists provide comprehensive technical support, carry out recipe adjustments, recommend suitable flavours and help to finalise a product. Currently we are focusing on confectionery, dairy, bakery, and hot and cold drinks. In addition to these business segments application support for savoury products will be available soon.



SILESIA IN MEXICO



Customer Innovation Centre

At the heart of our new headquarters is the Customer Innovation Centre. It offers the ideal surroundings to invite guests and to offer them extensive collaboration. Representative meeting rooms with adjoining tasting rooms and laboratories for application technology and sensory analysis help to present our comprehensive service package to customers.



Outlook

Looking to the future

"The first step in our future plans is to achieve full functionality of the application technology laboratories by the end of the year. The improvement of all processes through the creation of SOPs, site policies and a precise crisis management plan are already in progress and are to be confirmed by certified standards at the highest level from both the NGO and client side."

"Our know-how, the extensive range of support and the quality

of our products correspond to the German standard of our global headquarters in Neuss and ensure the highest level of service for our Latin American customers. With our presence in Mexico, we also have the advantage of knowing the local market and being able to offer a portfolio tailored to customer requirements. The new regional headquarters enables us to meet our demands and those of our customers even better in the future."

"In May 2021, we completed a major milestone on this route with the commissioning of the new location and are now focusing on providing an even more professional service to our customers. We hope you are able to get a first impression of Silesia's journey to success in Latin America", emphasises Juan Carlos Rodas.



Culinary inspirations from Mexico

As we are focusing on Mexico right now, we don't want to miss the chance to look at the rich cultural and culinary heritage of this country. Join us on a tasty excursion to Mexico and be inspired by Silesia's creations from the land of enchantment.

Mexican cuisine is a fusion of many different cultures which through diverse techniques comes together to form a unique blend of flavours reflecting not only indigenous Mesoamerican and Spanish, but also French, Arab and Caribbean traditions. Spanish influence predominates in the northern region while in the south indigenous cuisine has been more strongly preserved.

By the way, did you know that Mexican cuisine is recognised as a World Intangible Cultural Heritage?

FLAVOUR HIGHLIGHTS
SAVOURY PRODUCTS

Spicy delight





Chilli and more

Corn is one of the staples in Mexican recipes. It was so important to the Aztec people they even worshiped a maize God. The second staple is chilli as the omnipresent spice. Chillies have been grown and cultivated in Mexico for thousands of years. Today more than 90 varieties add their special flavour to countless dishes.

Try our Chilli Flavours for authentic tastes, e.g. mild and slightly fruity Aji Amarillo, spicy Habanero or smoked Chipotle.



Salsa Verde Flavour

Salsas are an indispensable part of Mexican cuisine and are nowadays appreciated all over the world. One example is the easy to prepare Salsa Verde. The main ingredients are chilli, onions, garlic, coriander and - most important - Tomatillos, the so called green tomatoes. Apart from the name and a visual resemblance to small green tomatoes the two have very little in common. Tomatillos belong to the Physalis family. Like the related cape gooseberries they taste sour, tart and fruity. As a rule, Mexican cuisine uses the unripe fruits, whose acidity harmonises very well with chilli peppers.

Try the authentic profile of our Salsa Verde Flavour or our Tomatillo Flavour!



Mole Negro Flavour

Mole, from Nahuatl *mōlli*, meaning „sauce“, is a traditional sauce and marinade originally used in Mexican cuisine. Unlike salsas mole sauces are very complex and do not accompany a dish but turn it into something unique. There are many different types of mole and virtually every family has their own recipe. Black mole is one of the most noteworthy moles. Reserved for special occasions, this recipe uses an abundance of ingredients and time-consuming techniques. The deep coloured sauce is as rich in flavour as it is in colour. The complex combination of spicy, hot and chocolatey notes is truly unique.

Our flavourist got the idea for the creation of a Mole Flavour while having a meal in a small, traditional restaurant during a business trip to Mexico.



Guascas Flavour

Let us leave Mexico for a short trip to South America. Our Guascas Flavour will take you right to Colombia. Guascas is a very popular herb in Colombia, but is considered a weed in most other parts of the world. It is used as a spice/herb in the soup Ajiaco de Bogotá.

Enjoying a product refined with our Guascas flavour makes you dream of a trip to the Colombian Andes.

FLAVOUR HIGHLIGHTS
CONFECTIONERY & BAKERY

Sweets meet spice



Hola Dulces

Mexico offers a great variety of traditional sweets. Sweets made from tamarind, alegrías prepared with amaranth and palanquetas, bars with caramelized peanuts, pistachios or other nuts are well-known examples. Mexicans like combinations of sweet and spicy, e.g. chilli-tamarind lollipops.

Our fruity-sweet laces with a sour chilli sprinkling perfectly satisfy this Mexican taste predilection. Here we have chosen typical flavours such as tamarind, mango, passion fruit and melon. A real Mexican taste experience for young and old around the world!

FLAVOUR HIGHLIGHTS
DAIRY PRODUCTS

**Creamy
indulgence**



Exotic Taste

Milk-based desserts are widespread throughout Latin America. Dulce de Leche, Arequipa, or Manjar are creams made from milk, sugar and vanilla that are popular as a spread or sauce for desserts and cakes. Common in Mexico is Cajeta, which is typically made from goat's milk.

Try our Dulce de Leche flavour for an authentic creamy caramel taste of boiled milk with a slight hint of vanilla.

Our country-specific vanilla flavour is also perfect for adding a Mexican touch to dairy products. For an exotic fruit flavour in yoghurt, ice cream and desserts, we recommend our fruity specialities such as pepino, lulo or green mango.

FLAVOUR HIGHLIGHTS
BEVERAGES

**Typically
Mexican**



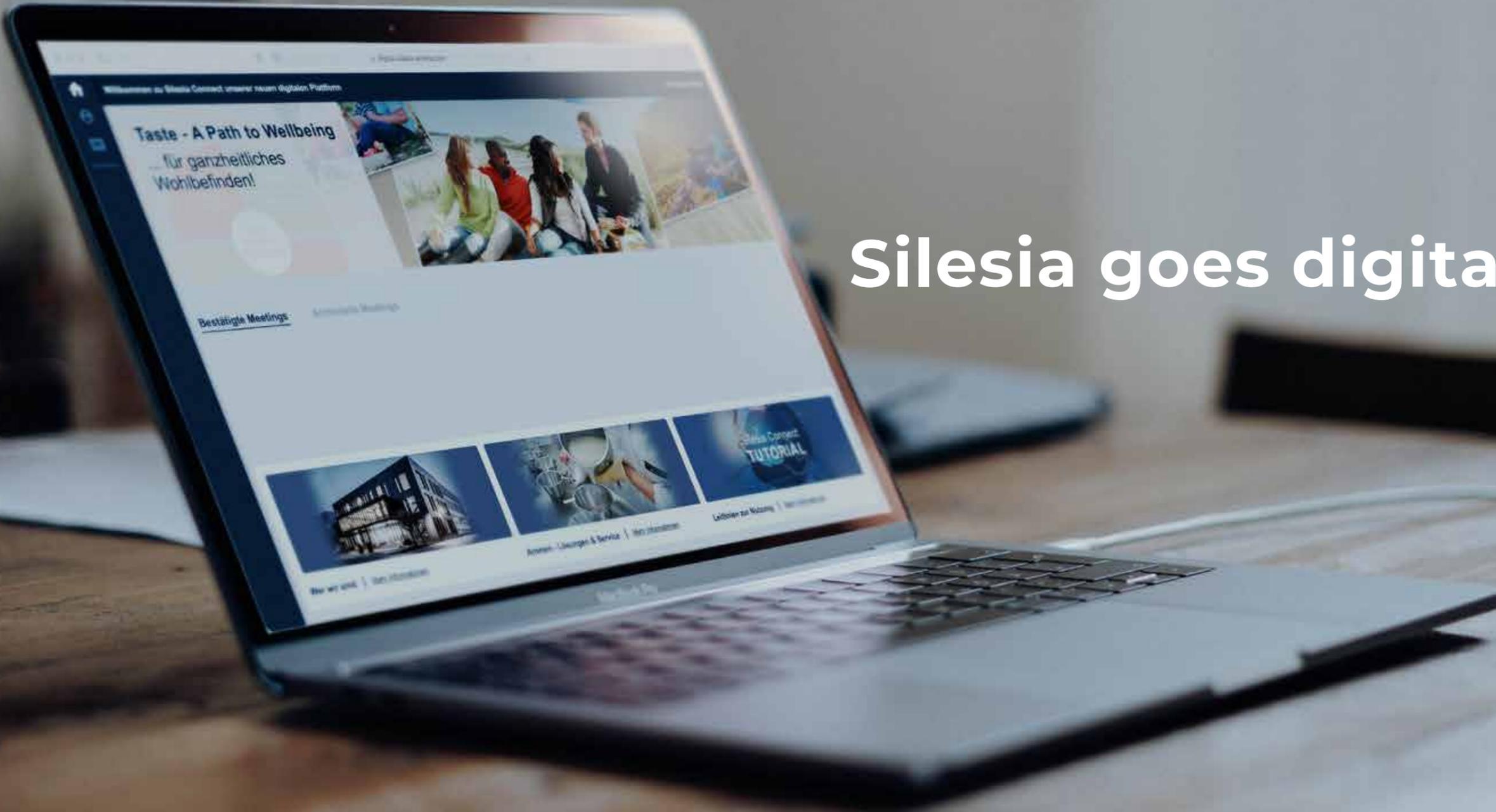


Surprise in a Glass

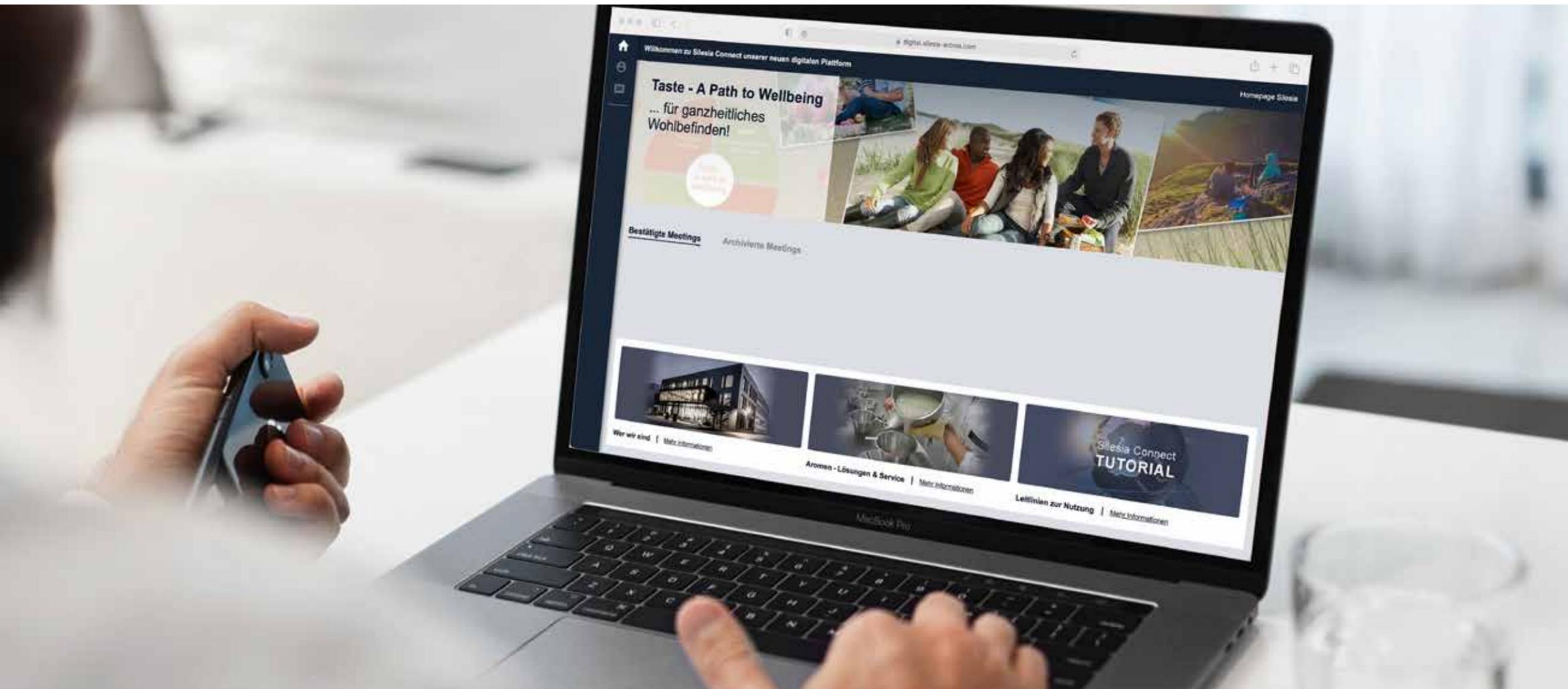
If you're looking for a Mexican drink there's nothing better than a cold agua fresca on a hot day. These water fruit blends in many unusual flavours offer the perfect taste for everyone. Mexican beer, Corona, was popular in the USA and Europe even before it was associated with the pandemic because of the similarity in names. When thinking of Mexico many people first think of tequila, the famous agave brandy. Incidentally, the centre of cultivation with the city of Tequila is not far from our location in the northwest of Guadalajara in the state of Jalisco.

Our tequila flavour is not only the perfect way to give spirits a unique taste, the alcoholic profile can also inspire in soft drinks, baked goods, fruit gums or hard boiled candies - a grown-up taste without the alcoholic side effects.

If you like it a little fruitier, you should switch to our Tequila Sunrise flavour. Like so many cocktail recipes, the Tequila Sunrise was invented in Mexico. The display of tequila, orange juice and grenadine is indeed reminiscent of a colourful sunrise. Here too, our flavour offers enjoyment without guilt!



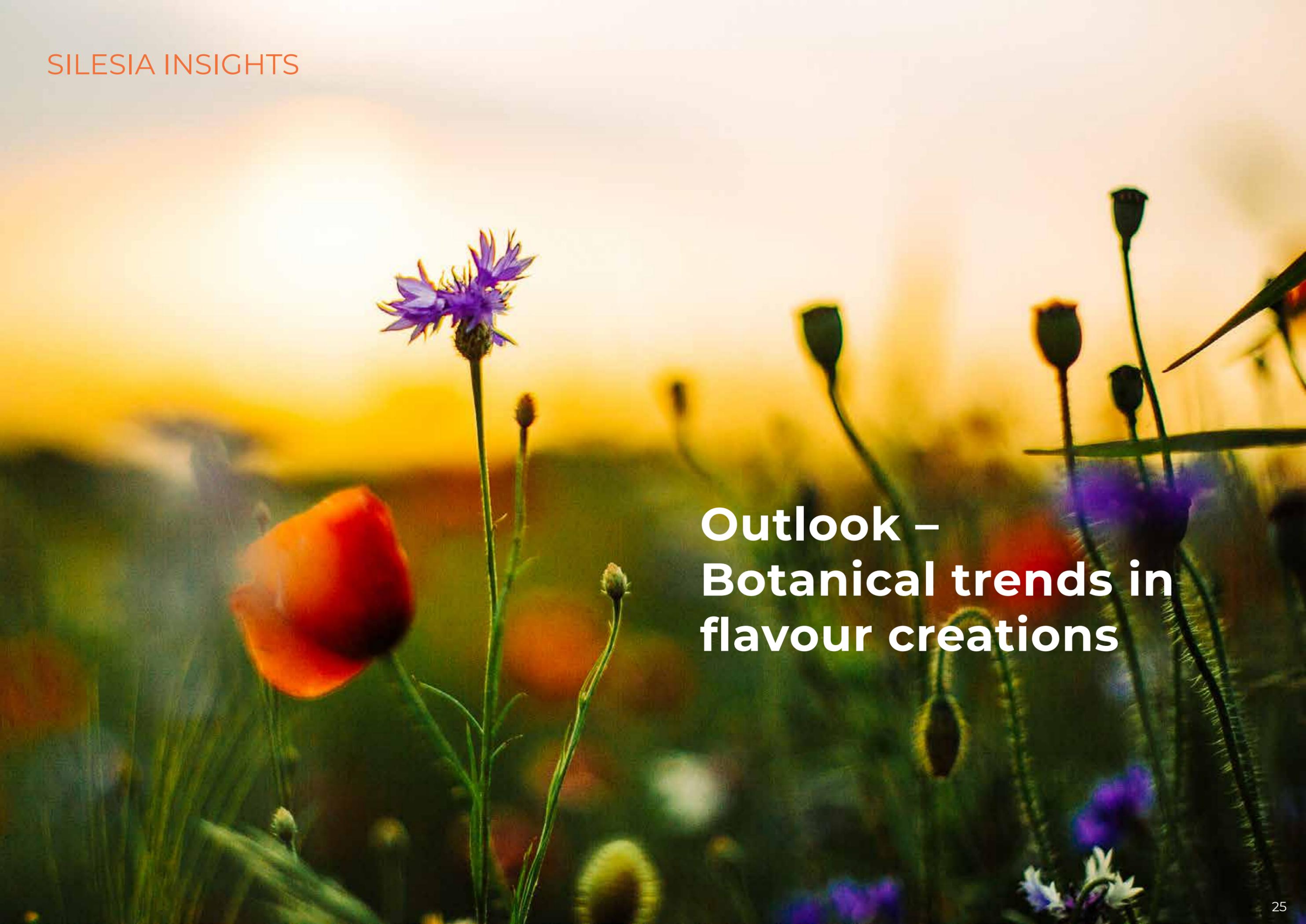
Silesia goes digital



Silesia Connect 2 in 1 Tasting Platform and Video Chat Tool

With Silesia Connect - our new video conferencing system - we can now serve you even better. Access is very simple via an internet connection; no app needs to be installed. You just need to register once on your first visit.

Look forward to an invitation from your Silesia sales partner. You can share trend presentations, chat and discuss topics with each other during meetings. The highlight of the video conference system is the tasting platform. Together we can taste samples and evaluate them in the customised tasting area.



**Outlook –
Botanical trends in
flavour creations**



BOTANICALS



Botanicals Promising Food Trend

In our next Trendletter, we will devote ourselves to the topic of botanicals. Mexico has already provided us with the first inspirations for this exciting subject. Various plants that are now globally widespread have their origins in this Central American country, including cocoa and vanilla as well as tomatoes, chillies and corn.

Botanicals are currently a global megatrend. We will give you an insight into the world of botanicals and show you how our botanical-inspired flavours can contribute to a beneficial taste experience. Unique fruits, regional wild flowers and unusual herb varieties play a key role in Silesia's new creations. Suitable for numerous applications, these flavours bring a completely new dimension to your products.



TREND ME UP SILESIA TRENDLETTER #16

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Silesia 
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