

# TREND ME UP

SILESIA  
TRENDLETTER  
#19

HARNESSING  
THE ELEMENTS

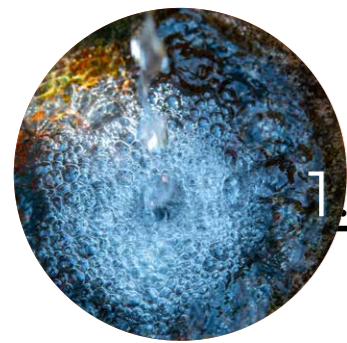
Silesia   
Flavours for Food & Beverages



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Dear Reader,

Welcome to a new edition of Silesia's Trendletter! This time the spotlight is on our flavourists and their creativity. Innovative, surprising and inspiring, they have challenged themselves to explore an entirely new approach to flavour development.

Join us on an imaginative journey into a world of taste that will captivate you and change your perspective.

Welcome  
**TRENDLETTER #19**



An aerial, top-down view of a waterfall cascading into a pool of water. The water in the pool is dark blue and covered in numerous small, shimmering bubbles. The surrounding area is dark and textured, possibly a forest floor or a rocky bank. The text is overlaid in the lower-middle section of the image.

HARNESSING  
TREND TOPIC THE ELEMENTS





## Beyond the Beaten Paths

Each year our taste experts sets itself a challenge that demands an innovative and entirely unconventional approach to flavour creation. Commercial considerations are not the focus here – and that is what makes it particularly exciting for us. Nevertheless, we firmly believe that we can pique your interest with our Elements flavours. We rely on the innovation, imagination and passion of our flavourists and promote these qualities – qualities we consistently apply in our service to our customers.



# The Taste of the Elements

How do the elements taste to you? An intriguing question that lies at the heart of this creative endeavour. Water, Earth, Air, Fire and Ether - this time our flavourists' unique project revolves around these five elements.

## Unrestricted creativity

There was no predefined goal – instead, the fanciful journey forms the basis of this project for our flavour creators. No guidelines and no regulatory constraints need to be considered. Each of our flavourists could choose any element from the collectively selected theme and embark on a journey of imagination.

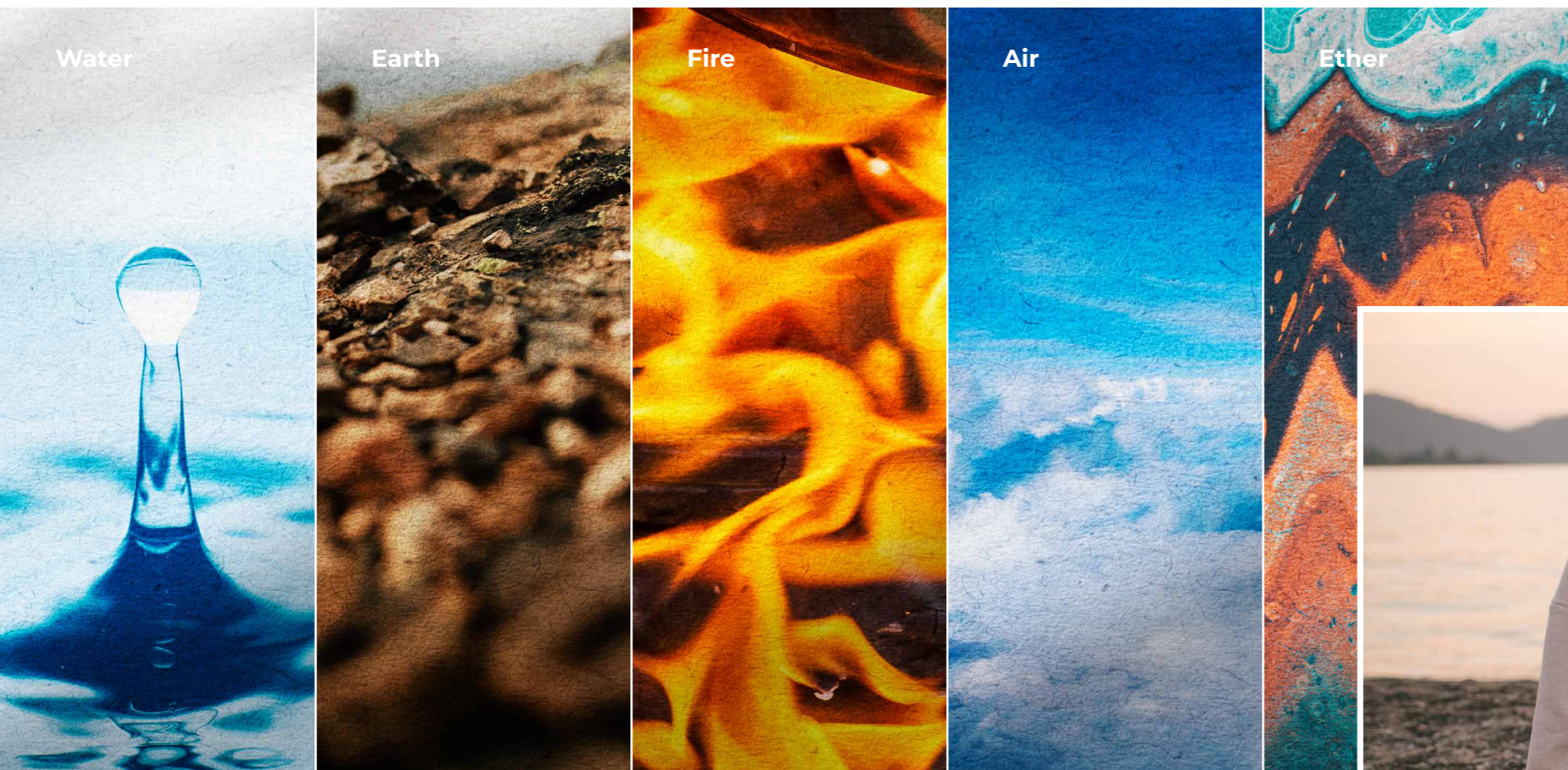
In a unique way, each creation symbolises the flavourist's personal interpretation of their chosen element. An experience that benefits our customers as we can and will harness this "Expand the Box" momentum for future cooperation.



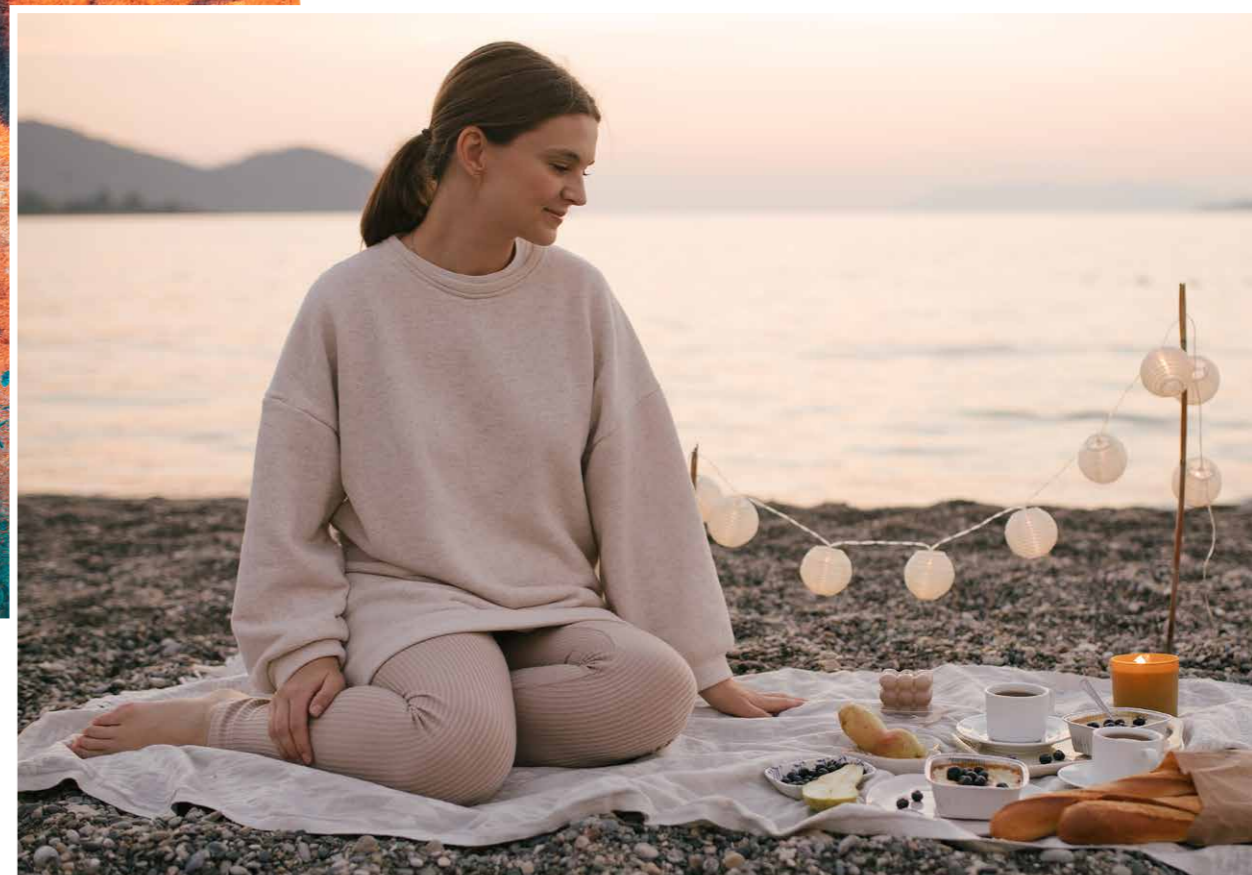
ELEMENTS

*Commercial considerations are not the focus here – and that is what makes it particularly exciting for us.*





## ELEMENTS

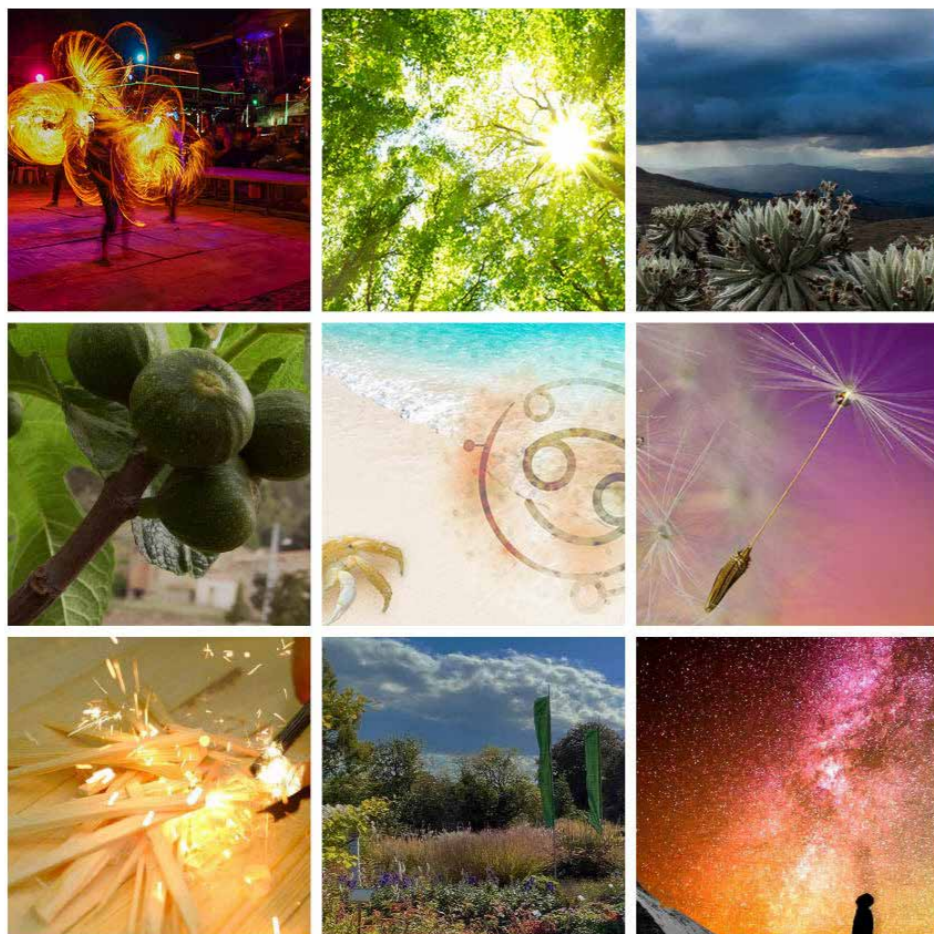


### Why the Elements?

For centuries the Five Elements doctrine shaped our understanding of Nature until modern science broke the world down into ever-smaller particles. It was not until the modern ecological movement that an attempt was made to comprehend the Earth as a whole again – a movement accelerated by the COVID-19 pandemic. Even in the post-crisis era, a holistic perspective of one's physical and mental health as well as personal well-being remains significant.

*Elements – a topic  
in tune with the time*





## Introducing Our Flavourists and Their Elements

Just as the elements work together and form a holistic picture, the products of our flavorists are a unity of created flavour and chosen medium.



### Julia

#### Element Earth

The fig tree was the inspiration for Julia's near-water creation

Just like the element Earth, the fig tree stands for fertility. Julia's flavour, reminiscent of the majestic tree, tells the story of this significant tree with numerous fruity components portraying the fig as a source of nourishment. Earthy notes symbolise the deep-rooted connection with the soil, while woody and floral nuances complete the essence of the entire tree, beautifully translated into Julia's near-water drink.



### Jasmin

#### Element Air

Candy with the invigorating effect of the forest air (mystical laurel forest)

For Jasmin, there is no better way to relax than taking a walk in the forest. She chose the fresh, invigorating forest air for her Elements Flavour on hard candies. As you savour it, the mysterious atmosphere of the mystical laurel forests of Madeira unfolds accompanied by a gentle floral breeze.





**Simone**

**Element Earth**

Yoghurt with the flavour of a bountiful autumn harvest (Mabon)

For Simone, "Earth" means living with the seasons - consciously experiencing the cycle of growth and decay. The seasons are reflected for her in the annual cycle of Celtic solar festivals. For her flavour, Simone has chosen Mabon, the autumnal equinox - it is harvest time, the beginning of preserving food for winter. Mabon on yoghurt tastes like the abundance of autumn - ripe, fruity, floral, earthy and spicy.



**Carmen**

**Element Water**

Inspired by the tranquil flow of water, Carmen created her Near-Water drink

Carmen's zodiac sign Cancer is associated with water which is why she chose this element. Solid, liquid, gaseous - water takes many forms, often reflecting emotions, from rigid icicles to overflowing torrents and fleeting steam. With her flavour she captured the relaxing effect of calmly flowing water in a Near-Water beverage.



**Michaela**

**Element Air**

Carbonated soft drink, light and airy like the Sylphs (air spirits)

Michaela's name, derived from the Archangel Michael, was the starting point for her to choose the element Air. Finally captivated by the Sylphs, mythical air spirits, she created a flavour for a carbonated soft drink as subtle, light and elusive as a Sylph - truly airy.



**Ellen**

**Element Fire**

Milk mix drink, fiery-exotic, and brimming with tropical zest

Ellen's choice of the element Fire was inspired by the rather introverted nature of the people in Thailand and the more extroverted attitude of the Brazilians. Both nations are united in their diversity, vibrant culture, flaming colours, the heat of the tropics and abundant fruits. The result is a milk-based beverage, fiery and explosive, brimming with exotic joy.





**Britta**

**Element Fire**

Near-Water Drink, surprising and unpredictable, like flying sparks

Follow Britta on her winding, creative journey and discover how a small spark, akin to the one created when squeezing clementine peel over a candle and seeing the spurt of essential oils catch fire led her to craft a unique Near-Water Drink – as surprising and as unpredictable as the flight of a spark.



**Michele**

**Element Ether**

Inspirations from the other four elements unite in a soft drink

Complete freedom and the boundless potential to interweave all four other elements made the choice easy for Michele. Inspirations drawn from the four elements – Fire, Water, Earth, and Air – meld harmoniously within Michele's soft drink, forming an ethereal unity.



**Join us and discover the taste of the Elements**

Have you become curious and would like to learn more about these incredible developments? Then get in touch with us.

Our team is always happy to translate your creative ideas into inspiring concepts with flavours that evoke emotions and stimulate the imagination.

For further information please contact:  
**Ralf Franke, Head of Flavour Creation**  
ralf.franke@silesia.com



**Mateo**

**Element Water**

Soy Milk, summer and winter edition - water from two worlds

Take a sip of Mateo's Winter Edition and experience the entire mystique of the "Misty Páramo" water world in his Latin American homeland. Mateo's experience of water in Germany is quite different. The soothing feeling of calmly drifting in a clear pool inspires him to create a soymilk drink with a summery water flavour, "Float 'N' Chill."



**FLAVOUR-TOPIC**  
ALCOHOLIC  
NOTES





## ALCOHOLIC NOTES



## Alcoholic Notes

### Full Enjoyment without Compromise

Discover the world of alcoholic notes with our flavours. Currently, alcoholic tastes without the alcohol are all the rage: delightful mocktails, syrups to give your coffee an unparalleled indulgence or to add that incomparable something to your soft drink.

However, alcoholic notes are not only popular in beverages; they are also widely embraced in a variety of dishes from around the world. Think of "Coq-au-Vin" with red wine, the classic "Fish & Chips" with beer batter, or "Tiramisu" with Amaretto. A touch of alcohol makes these dishes extraordinary.

With our products we redefine the essence of the beverage world. Step into a realm where flavours offer pure delight, free from any compromise.

*A touch of alcohol makes many dishes extraordinary.*



## Wines - Liqueurs - Spirits - Beer- Our Flavours for Widespread Enjoyment

For you, we have captured the richness of a velvety red wine, the spicy notes of a refreshing beer and the warmth of a strong whiskey, carefully crafted and perfected for the discerning palate.

Discover our extensive range of flavours with alcoholic notes and their numerous applications.

Try a refreshing mocktail with gin or vermouth flavour that give a distinctive refreshing and herbal-spicy character.



Enhance your dessert or chocolate filling with a refined, full-bodied Irish Cream flavour. Add a festive touch to your dips, marinades and cocktail sauces with our balanced whiskey or delicious red wine flavours.

These days, alcoholic notes are also gaining significance in other, more unusual products. Have you ever tried a chewing gum with the flavour of Pina Colada?

Our exciting alcoholic notes offer endless opportunities.

Cheers to a world with no limits!





Silesia's  
**Smart  
 Flavour  
 Choice**

- S**uperior powder flavours
- M**ultitudes of taste profiles
- A**vailable, fast and economical
- R**esponding to your needs
- T**argeting market growth



**Silesia's superior powder flavours  
 for most popular taste directions**



**Inspiring tastes  
 with many benefits**

- Consistent high quality powder flavours
- Available in natural and non-natural quality
- Short lead-time
- Available in small pack sizes
- Suitable for many applications
- Kosher and Halal-able
- Broad legal/country compliance

**Be inspired and get in touch**

If you would like further information about our Smart Flavour Choices, please feel free to contact us:  
[sales@silesia.com](mailto:sales@silesia.com)



BBQ  
TRENDS ARE  
HEATING UP  
FLAVOUR TOPIC







*Barbecues are a great way to bring people together.*

## Barbecue Trends Are Heating Up

Barbecue, the ancient cooking method, is as old as starting a fire itself. Grilling now takes on a modern twist becoming more popular than ever.

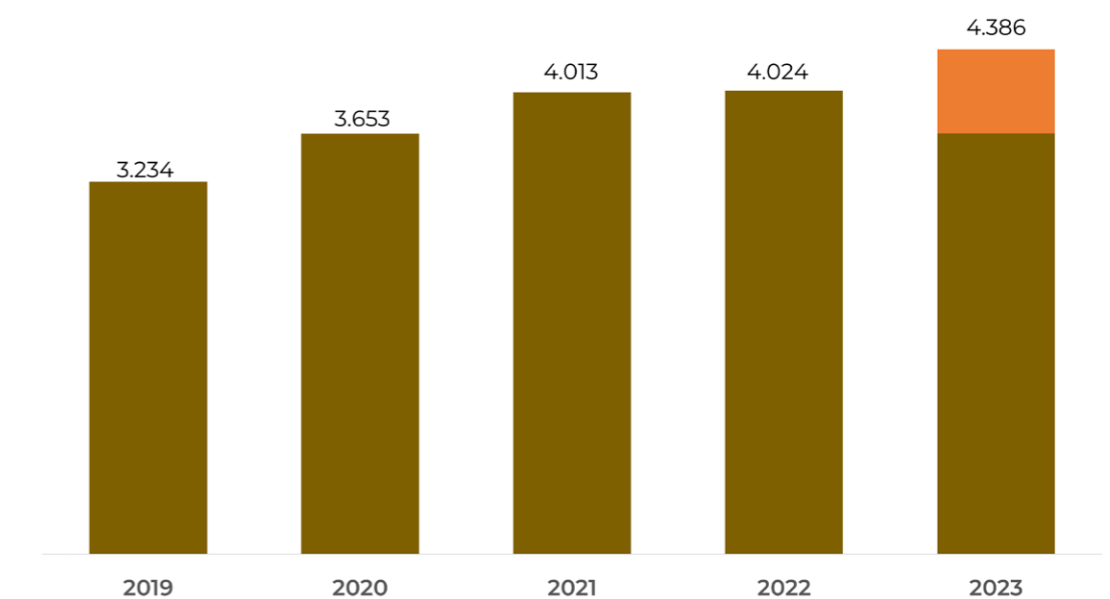
As the aroma of sizzling delights fills the air, friends and family gather around the fire. Whether classic burgers and steaks or innovative vegetarian options, the mouth-watering grill and roast notes are not only trendy in summer, but offer versatile uses all year round.

### New product launches

free text search: BBQ / Grill / Barbecue

Source: innova Database

(number for 2023 based extrapolated on counts until end of October)







## BBQ

# Exclusively Made by Silesia

Developed by our specialists and produced in our own facility in Germany, the unique key component for our barbecue flavours is available exclusively at Silesia.

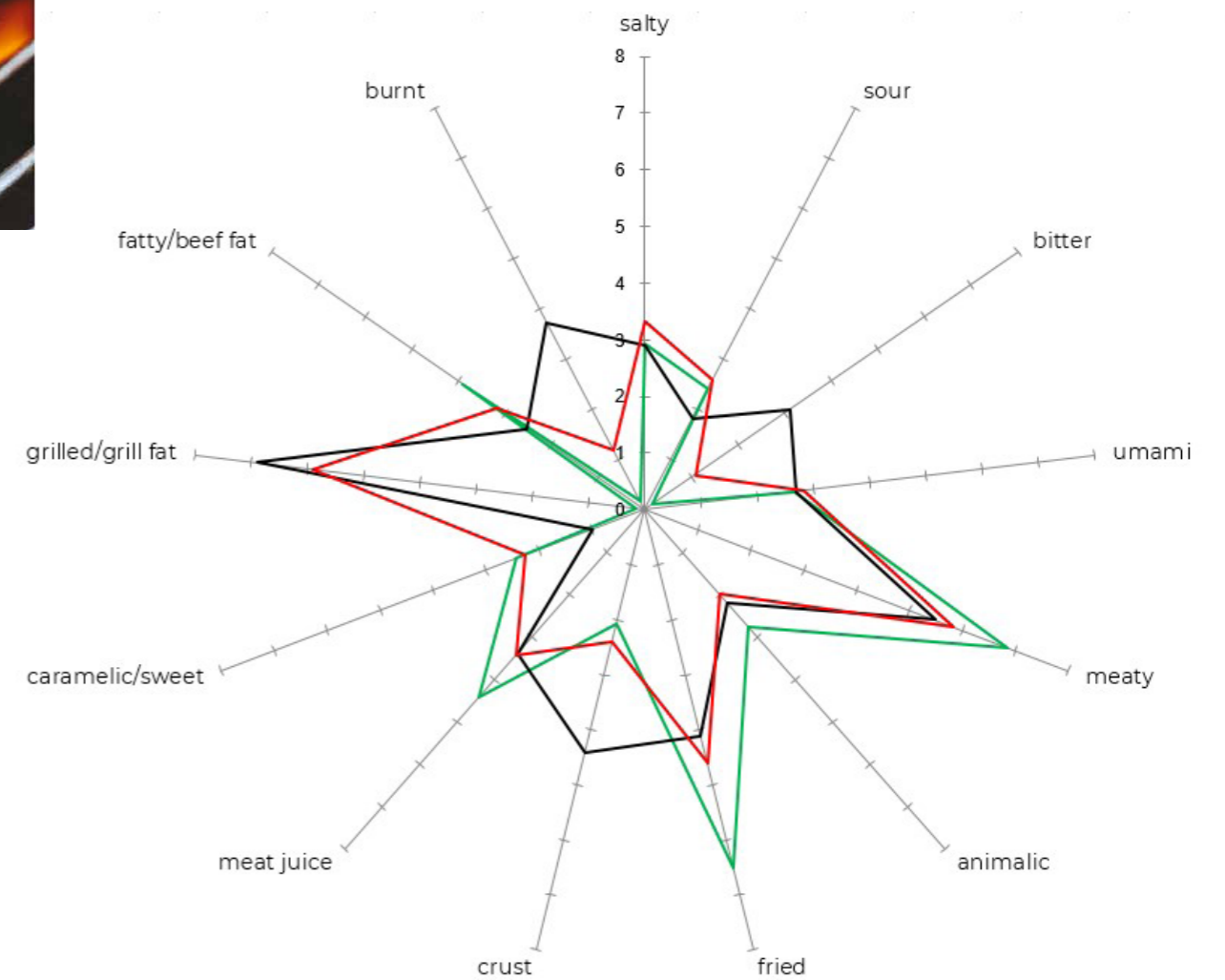
With a variety of BBQ flavours such as "Grilled Pork Rib-Type" or a grilled beef or chicken flavour, you'll impart that special touch to your products for the perfect grilling experience.

Your products infused with our flavours will exceed your customers' expectations.

Exclusive natural barbecue enjoyment – Made by SILESIA!

## True grilled taste for your burger patties

The focus of a master's thesis was to demonstrate how our natural BBQ flavour imparts the much-adored grilled taste to fried burger patties, beloved by consumers.



fried, unflavoured

grilled, unflavoured

fried with Silesia Barbecue Flavour (natural; 2,5 g/kg)

Source: Bertini Aurelia „Analysis and comparison of flavour profiles of grilled and fried burger patty by GC-MS and olfactory GC“; Masterthesis 2018 Hochschule Niederrhein



## BBQ

# Unique Flavours for a Versatile Grill Taste

Are you eager to infuse your burgers, vegan creations, marinades or snacks with that irresistible grilled and roasted essence? Would you like to impress with dips and sauces boasting the rich flavours of roasted peppers, onions or chilli? Our BBQ flavours are perfect for imparting a trendy grill flair to a wide range of products. Picture chic beverages with the distinctive taste of grilled fruits. Elevate your culinary offerings and captivate your audience with the enticing essence of our BBQ flavours.

Manufactured to the highest standards in Germany, our flavours guarantee consistently high quality and offer a wide range of uses.





# CLEAN-UP DAY

Silesia Insights







## Silesia Rhine CleanUp Day

With the support of the Rhine CleanUP Initiative, a Rhine Clean-up Day organised by Silesia took place on August 19. Employees, family members and friends met with the aim of clearing the Uedesheim riverbank of trash and litter.

Equipped with gloves, trash bags and grabbers the participants showed great commitment despite the muggy weather. A lot of rubbish was collected: Broken glass, cigarette butts, plastic waste - everything that the restless currents of the Rhine or thoughtless passers-by had left behind went into the trash bags.



Silesia's Rhine CleanUp Day 2023 raises awareness of local environmental problems, and not just among employees. The clean-up campaign also attracted interest and appreciation from visitors to the beaches, thus strengthening the hope that people will take better care of their environment in the future and become more actively involved in keeping the surroundings clean.

In any case, all helpers were unanimous in their opinion: "The action was worthwhile. We will participate again!"

Website RhineCleanUp 2023

<https://www.rhinecleanup.org/en>



Silesia 

  
JOHANN HILGERS  
Getränke- und Großhandlung GmbH

SUMMER OPEN DAY

Silesia Insights





## SILESIA INSIGHTS

# Family Summer Festival in Neuss

The Silesia summer open day festival welcomed guests to the company's premises in Neuss on Saturday, September 2<sup>nd</sup>. Many employees eagerly accepted the invitation and were thrilled to introduce their families to their workplace.

Under the radiant sun, Mr. Hanke personally greeted the guests. The event ensured not only their culinary satisfaction but also a variety of entertainment. The offerings that provided insights into the world of Silesia were particularly popular with both young and old attendees!

A film shed light on the construction progress of the Neuss production facility. During the tasting of fruit gums, attendees had to let go of their colour and taste associations, as green did not signify apple, but surprised instead with cola flavour.

For those with a preference for spicy snacks, the coated cashews from our application technology for savoury products were a hit. "Oktoberfest", nuts flavoured with a blend of roast pork and mustard, received special praise.

Visitors with a keen interest had the opportunity to gain insights into flavour creation from Silesia's research and development experts, including practical demonstrations using aroma strips.

The event was a resounding success, turning into an unforgettable experience for all attendees, albeit ending too quickly.





# NEUSS COMPANY RUN

Silesia Insights





## SILESIA INSIGHTS



## Silesia Joins the Neuss Company Run Once Again.

Just a few days after the Summer Festival, on September 6<sup>th</sup>, many employees gathered once more to participate in the Neuss Company Run.

Nearly 70 colleagues had registered, making Silesia the third-largest team this year. Participants from Neuss, Kalkar and even sales colleagues from abroad were at the starting line,

displaying impressive athleticism and successfully conquering the 6-kilometer route in scorching 30°C weather. Among the more than 1,800 participants, Maren Chillek's 10th place finish among the women stood out as a remarkable achievement.

Content with their own performance, everyone celebrated together bringing the evening to a relaxed close.





## **TREND ME UP**

SILESIA TRENDLETTER #19

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**Silesia**   
Flavours for Food & Beverages