



SOBERING UP: THE NO/LOW ALCOHOL BOOM IN ASIA PACIFIC

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SENSIENT TECHNOLOGIES ASIA PACIFIC



THE BUZZ ON LIGHT DRINKS	3
WHERE WE'RE AT TODAY & WHERE WE'RE GOING	4
THE ANATOMY OF A DRINK	5
INTRODUCING SENSICRAFT	6
ABOUT SENSIENT TECHNOLOGIES	8
CONTACT US	9

THE BUZZ ON LIGHT DRINKS



The narrative surrounding alcohol has changed drastically in the past few years, especially amongst the younger generation who prioritise health.

Previously a staple for events, COVID-19 forced an abrupt halt on the social aspect of alcohol consumption. Young people could reassess their relationship with alcohol during lockdown, and had time to consider their purchases of take-home packs or at-home cocktails. Coming back out of the pandemic to 'revenge gatherings' has many remaining cautious of not letting alcohol interrupt their progress in pursuing a healthier lifestyle.

This has given rise to the low-to-no alcoholic beverage to satiate those part of the sober-curious movement. Having a light-weight option fills the gap for those who prefer socialising with a drink in hand but want to avoid the side effects of feeling drunk or hungover the next day, along with other long-term setbacks.

Manufacturers have seen this rise as an opportunity to explore new innovative ways to approach the drinking culture. Solutions catered to having these varieties taste like the real thing are soaring as people still want to enjoy the healthier options of what they consume.

WHERE WE'RE AT TODAY

As no/low alcohol quickly gains hype, we see plenty of experimentation to reimagine classic drinks. Innovative flavor and color concepts that pop up also excite consumers about a new product while making the 'sober-curious' movement more approachable to skeptics.

However, the main challenge still lies in replicating the taste of alcohol and its unique characteristics. The sensation of burn, complex taste profiles, and balanced notes are just some of the examples of what we associate the drinking experience with.

Brands that are able to entice consumers while addressing these issues will find themselves having a head start over growing competition.

65% of adults in India say that non-traditional alcohol flavors would appeal to them.

50% of US consumers who drink alcohol do so because they like the taste.

(Intel, 2020-2021)



WHERE WE'RE GOING

While novelty items may have piqued initial interest, taste experience is still the key consideration for sustainable sales. This means that 'wow' flavors and technologies can draw in a first purchase, but may not stand the test of time in terms of quality. Moreover, consumer expectations only get higher as markets mature and choices expand. A product will not only be valued for its performance of alcohol-like factors, but the overall satisfaction derived as well.

For manufacturers, this means going one step further from ingredient replacement to consider the methodology in creating a holistic product from start to finish.

BREAKING IT DOWN

THE ANATOMY OF A NO/LOW DRINK



SensiCraft is a unique toolbox approach that provides a robust framework to create amazing No/Low Alcohol cocktail recipes.

Inspired by David Embury's *The Fine Art of Mixing Drinks*, our approach consists these 3 key Personality Components: Soul, Heart, and Allure. Each component contributes something essential to ensure a holistic look, feel, and taste experience that is memorable to our consumers.



ALLURE

Allure is the magnetic component of the personality that captivates and seduces at first sight. The Allure is the distinct ingredient that is added for flavoring or coloring the cocktails. (e.g. Floral flavors, exotic fruits, etc.)



HEART

Heart is the place for the emotions. The Heart of the cocktails is the ingredient that complements the soul to give back the smoothness, heat, mouthfeel and depth to the spirit (e.g. Alcohol Boosters, SensiCraft Enhancer, Yeast, Fermentation flavors, etc.)



SOUL

Soul is the deepest essence of the personality. In cocktails, the Soul is generally a single spirit on which it is based (e.g. Vodka, Whisky, Rum).



From the SensiCraft Heart range, these natural flavors replicate the sensory experience and characteristics of alcoholic beverages such as mouthfeel, aftertaste, and alcohol heat.

Our versatile ingredients are integral to creating a comprehensive no/low alcohol selection: from flavored beers to unique mixology creations.

PRODUCT	DESCRIPTION
ALCOHOL ENHANCER	<ul style="list-style-type: none"> • Intense Fruity, Ethereal, Esteric Backbone • To boost alcohol flavor notes & aroma
NAT SENSICRAFT ENHANCER	<ul style="list-style-type: none"> • Slightly sweet taste with ethereal spirit odour. Enhances mouthfeel & slight alcohol heat/ burn • This is used primarily to improve mouthfeel, burn / heat add some sweetness.
FERMENTED FLV	<ul style="list-style-type: none"> • Waxy cardboard, mildly brown, animalic • Used to enhance notes associated with fermented beverages such as wine, prosecco, beer.
YEAST FLV	<ul style="list-style-type: none"> • Fusal, Fruity, winey, Subtle hay notes, mild yeast flavor • Used to enhance notes associated with fermented beverages such as wine, prosecco, beer.
NAT BURN SCRAFT FLAV	<ul style="list-style-type: none"> • To replace some of the alcohol burn / heat you would normally get from spirits.
HEADING SYRUP	<ul style="list-style-type: none"> • Slightly Woody, full body mouth feel enhancing • Typically used to replicate crema or improve foam retention.

FEATURED CONCEPT:



LIMONCELLO SPRITZ



CINCHONA BARK
SICILIAN LEMON FLAVOR
LEMON MYRTLE FLAVOR
MOUNTAIN PEPPER BERRY FLAVOR



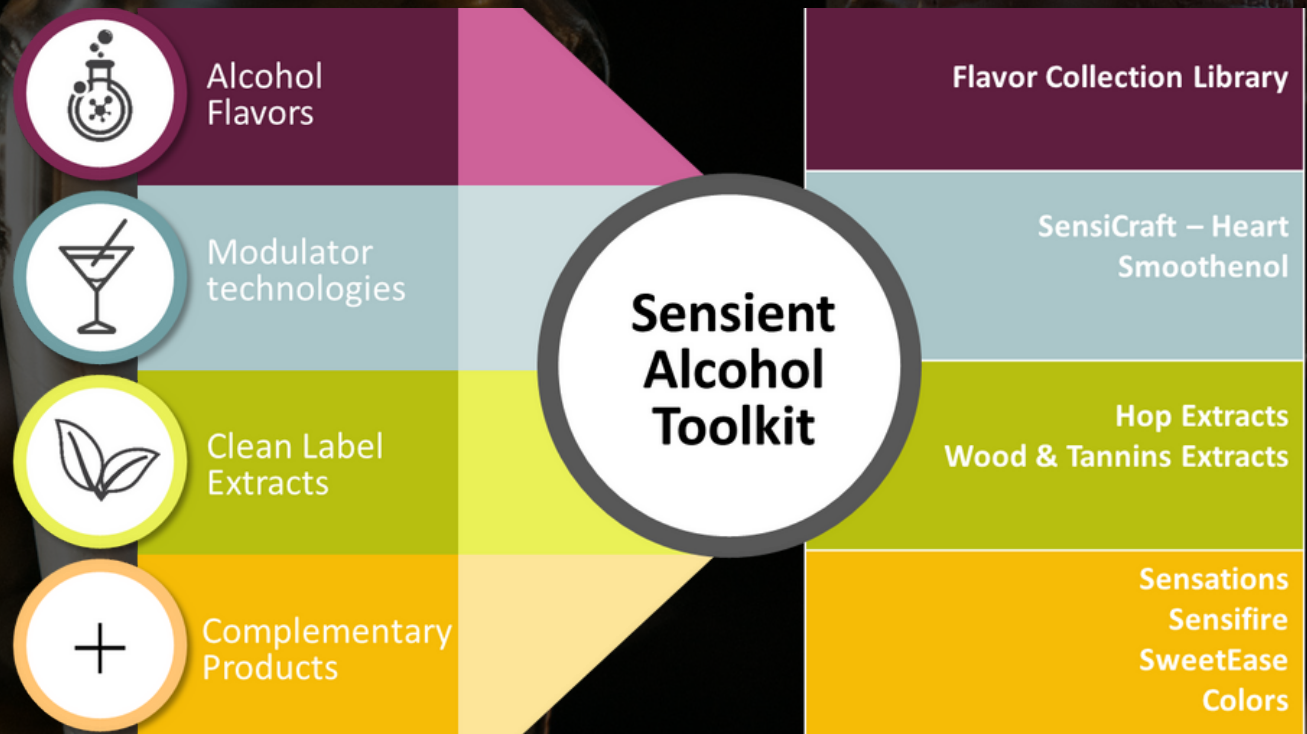
ALCOHOL BOOSTER SCRAFT
SENSICRAFT ENHANCER



FERMENTED SENSICRAFT FLAVOR

OTHER OFFERINGS

Beyond SensiCraft, we cater to the wider needs of alcohol manufacturers with an extensive toolkit that solves product development needs.



With advanced flavor and color technology, market trend observations, and application support, [partner with us to access years of industry expertise](#) that will help improve your product, brand, and messaging.

ABOUT US

WHO WE ARE

Sensient's innovative technologies create fresh, unique solutions tailored to meet the needs of today's educated consumers. Our name communicates what we do: Enhance SENSory experiences through specialized ingredIENTs, delivered through proprietary TECHNOLOGIES.

Sensient Technologies Corporation has facilities around the world that produce a broad range of innovative products for many of the world's best-known consumer and industrial companies.

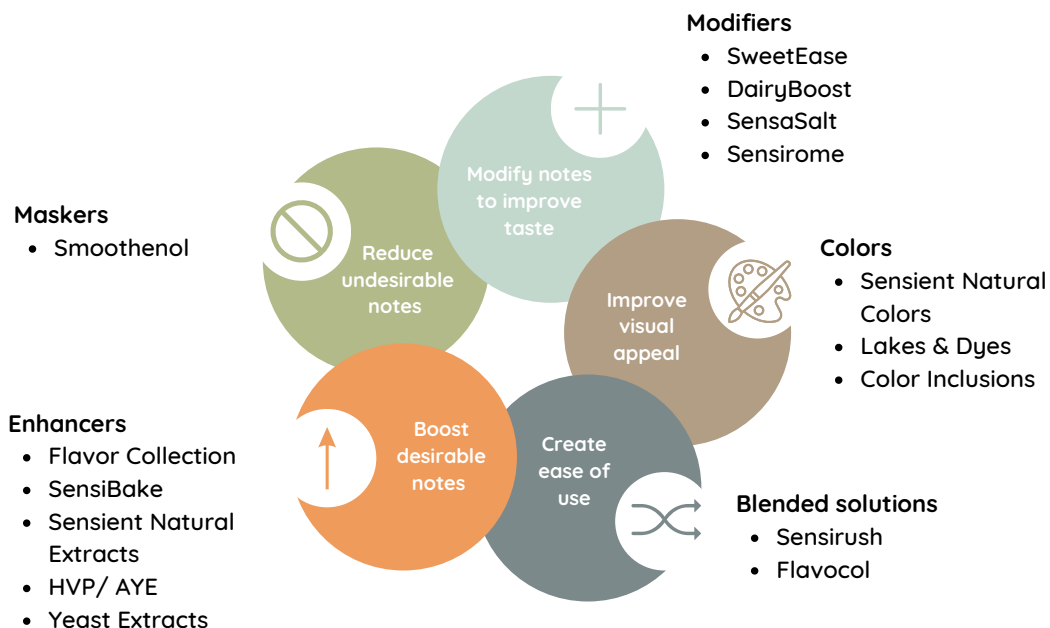
We provide customized food and beverage systems, pharmaceutical colors and coatings, cosmetic and personal care formulations, specialty inks and colors, and other fine chemicals.

WHAT WE OFFER

Reach out to our team in Asia Pacific who will introduce you to our range of technology-driven solutions, such as:

- Natural Solutions
- Flavor Enhancement
- Flavor Modification
- Flavor Masking
- Colors

OUR CAPABILITIES



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