



ENJOY THE WORLD'S FLAVOURS BY EINAR WILLUMSEN

*WHEN SPEED AND  
TASTE MATTER*

 EINAR WILLUMSEN

When speed and taste matter



**CREATING THE TASTE OF TOMORROW**

# WHERE ART AND SCIENCE MEET

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Across the globe, flavour trends are moving fiercely and fast. Food and beverage producers of all shapes and sizes are striving to keep up with picky international palates in order to gain that rare and unique competitive edge.

At Einar Willumsen, our mission is to help our customers develop and market exciting and innovative new taste experiences for consumers. With insight from the Nordic food tradition and oversight to the world, we transform today's international trends into tomorrow's most exciting local food products.

Our flavourists are equipped with a massive taste toolbox stocked with extracts, distillates and food-approved flavouring substances. Our experienced application specialists use their technical skills and market expertise to develop new food and beverage concepts, all keenly adapted to local, regional or international market preferences.

Read on to learn more about how our dedicated team of experts can help you develop your product portfolio into a full-on flavour tour de force.





**NORDIC BY NATURE**

# *YOUR NORDIC FLAVOUR HOUSE*

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Established in 1901 in Copenhagen, Einar Willumsens roots quickly spread into Sweden, and today the company is an innovative international company guided by our strong Nordic values.

We live these Nordic values and it shows in everything we do, from our creative flavour solutions to the way we work in close collaboration with our partners - with our sights sharply focused on their long game.

At EW we believe in openness, honesty and effectiveness. We work in an informal atmosphere with a short power distance. This creates a unique team spirit and an enthusiasm you meet when you visit Einar Willumsen. We also believe in the value of partnership - and what can be achieved when two companies capture their unique synergies and aim them directly towards their shared goals and aspirations.



**EW AT A GLANCE:**

# *OUR STRONG NORDIC CULTURE KEEPS US VIABLE*

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- » Established 1901
- » Majority shareholder supports medical research
- » Approximately 100 employees
- » Headquarters in Denmark
- » Production facilities in Denmark and Sweden
- » Sales offices in Denmark and Sweden
- » BRC certified with A grade since 2010
- » Strong CSR through majority shareholder, compliance with UN Global Compact and focus on sustainability in all parts of the value chain



A close-up photograph of a person's hands holding a bunch of fresh, orange carrots. The person is wearing a white, ribbed knit beanie. The background is a soft, out-of-focus grey and blue. The lighting is natural, highlighting the texture of the carrots and the knit of the hat.

## OUR SIGNATURE VALUES

# HOW WE DELIVER VALUE TO OUR CUSTOMERS

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### **Speed**

As new food and beverage products are being prepared for launch, speed is paramount. That's why we invite our partners to our laboratories to work together with our expert flavourists and application specialists to achieve the target tastes in the quickest possible manner.

### **Taste**

At EW, we are passionate about taste. We constantly strive for a deeper understanding of individual taste preferences, and our mission to strike the perfect balance of taste and composition is at the centre of everything we do.

### **Flexibility**

We offer tailor-made flavourings and applications in flexible batch sizes and deliveries. This helps our partners optimise their value chains.

### **Reliability**

We have an extensive track record in delivering consistent quality on time. We are committed to ensuring our partners receive their EW products in a way that keeps their value chains running smoothly and efficiently.

### **Innovation**

At EW, we strive for continuous improvement in developing unique new flavour solutions for the food and beverage industry. We work with partners to increase efficiency in our innovation, and we have formalized these efforts in our Willumsen Innovation Network (WIN).



## BAKERY

# THINKING LOCAL, ACTING GLOBAL

Travel to any major city in the world and the smell of its local baked goods is probably one of the most memorable souvenirs you will take home with you.

Inspired by the Danish baking tradition, we have a wide range of flavourings for the baking industry such as vanilla, caramel, chocolate, coconut, nuts, maple, berries and of course Danish butter flavours.

We also have extensive experience with applying bakery flavourings to pastries, cakes, biscuits, cookies, crackers and more. At the same time, our technical experts have solid experience in the global baking industry to support local product development, test baking and implementation in your production lines.

## APPLICATION OPTIONS



- » Fillings
- » Biscuits
- » Toppings
- » Bakery jam





## CONFECTIONERY

# OUR FUN AND VIBRANT SIDE

Scandinavian candy is known throughout the world for its novelty and splendid diversity. For decades, we've had a blast covering a wide variety of confectionery flavourings, such as fruit, berry, mint and caramel, used for jellies, chews, marshmallows, pastilles, dragées, mints, chocolate fillings, and more.

Scandinavia is the world capital of salty and sweet liquorice and we probably have the most explosive Nordic liquorice flavourings. Scandinavia also hosts many of the world's most interesting berries and our appreciation of the authentic Nordic berry experience is inherent in our culture. That's how we've captured a unique leading position within exclusive Nordic fruit and berry flavourings.

## APPLICATION OPTIONS



- » Sugar confectionery
- » Fillings
- » Pastilles
- » Chewing gum
- » Chocolate





## BEVERAGE

# OVER 100 YEARS OF GREAT BEVERAGES

Beverages are a cornerstone of our business and one of our core competencies. Over the years, we have flavoured soft drinks, ciders, RTDs, energy drinks, functional beverages, ice teas, as well as coffees, teas, spirits, glögg Scandinavian Glühwein and many more.

The final beverage only works if all the elements, such as taste, stability, preservation and colour, work together. Our leading beverage compounds are designed to ensure the perfect balance between these elements.

Today we manufacture compounds and flavourings to local, regional and international companies, and we believe we have the best authentic Scandinavian cider compounds. In addition to developing the right taste and concepts, our technical experts can provide suggestions for production methods and our regulatory experts can offer recommendations on labelling and declarations.

## APPLICATION OPTIONS



- » Soft drinks & cordials
- » Energy drinks
- » Water & more
- » Functional beverages
- » Ice tea
- » Malted beverage
- » Juice and juice drinks
- » Spirits, Ciders, FAB, beer





## DAIRY

# TAILORED TO MARKET TRENDS

Innovation in dairy products goes fast and we are constantly developing flavourings to adapt to the latest trends. We offer all kinds of dairy solutions for an ever-growing range of traditional and functional dairy products, such as yoghurts, desserts, ice creams, flavoured milk, protein drinks and processed cheese, including flavourings, natural flavourings and natural dairy flavourings.

We also offer mouthfeel flavours for fat-reduced products, masking solutions well suited for vitamin-fortified or stevia-flavoured products, as well as authentic natural dairy flavourings, such as butter, cream and cheese.

Our enzyme-modified cheese flavours are recognized for their natural cheese taste profile. The raw materials are the same as those used in traditional cheese production, but their flavour impact is more than 10 times stronger. Our enzyme-modified dairy flavourings are suitable for clean label dairy products.

## APPLICATION OPTIONS



- » Cultured products
- » Desserts
- » Ice Cream
- » Fruit preparations
- » Dairy drinks
- » Processed cheese





## ENZYME MODIFIED DAIRY

# AT EINAR WILLUMSEN WE KNOW AND EXCEL IN EMD

The latest technology, joined with the experience of our flavourists has resulted in our EMD flavours enhancing products all over the World. Having built up a reputation in the last 30 years and have become known as the company you go to for cheese flavours.

We use the best raw materials when developing our flavour solutions as we know these give our customers products the opportunity to reduce fat, improve mouthfeel, enhance creaminess, give a better consistency in taste and optimize costs in final production. Our range is broad and we have solutions that are both clean label, organic and powder by request.

### EINAR WILLUMSEN NATURAL DAIRY FLAVOURS COLLECTION

Emmentaler cheese type  
Blue cheese type  
Goat Cheese type  
Cheddar type  
Mature Cheddar type  
Parmesan type

Gouda type  
Burger type  
Cream flavour  
Cultured cream flavour

or *By request...*

### APPLICATION OPTIONS



- » Sauces
- » Spreads
- » Slices
- » Processed cheese products





## BEYOND THE CORE

# OUR EXTENSIVE APPLICATION AND PRODUCT RANGE

Beyond our four core areas of beverages, confectionery, dairy and bakery, we have a long history of developing taste solutions for sauces, soups, marinades, dressings, jams, fruit preparations, brines, pickles, snuff, mouthwash, toothpaste, chewing gum and almost anything else you can imagine.

We make it easy for you to be a food and beverage manufacturer.

EW has a complete toolbox for flavour creation, the most advanced equipment available and a group of expert flavourists, ensuring we can create any flavour and taste you can dream of. We can meet your needs at any point on the spectrum: from a high-intensity, low-dosage flavouring to a full compound including all parts of the ready-to-fill final beverage - and everything in between.

## APPLICATION OPTIONS



- » Mouthwash
- » Omega oils
- » Snuff
- » Tobacco
- » Shisha & waterpipes



## ORGANIC APPLICATIONS

# LEADING THE INDUSTRY IN ORGANIC

- » Certified organic
- » Building a pipeline of products to match world consumer trend growth
- » Full beverage compound production
- » Continuous improvement plan in organic supply chain
- » Dedicated in house regulatory affairs support
- » High level of trust from customers





**BEST IN NATURE**

# EXPERTS IN EXTRACTS & DISTILLATES

- » Finest raw materials
- » Leading producer of citrus extracts
- » Developed distillation process to refine key flavour components
- » New extracts being added to the range all the time
- » Extracting the best in nature one drop at a time





## CAPABILITIES ARE ENDLESS

# A SMALL SAMPLE OF WHAT IS POSSIBLE

### NORDIC FLAVOURS

- » Pear
- » Apple
- » Cherry
- » Plum
- » Rhubarb
- » Blueberry
- » Strawberry
- » Cranberry
- » Wildberry
- » Elderflower
- » Raspberry
- » Blackcurrant
- » Blackberry
- » Arctic raspberry
- » Cowberry
- » Cloudberry
- » Bilberry
- » Sea buckthorn
- » Botanicals

### BROWN FLAVOURS

- » Maple
- » Tea
- » Coffee
- » Vanilla
- » Caramel
- » Chocolate
- » Cocoa
- » Hazelnut
- » Walnut

### NATURAL DAIRY FLAVOURS

- » EMD (Enzyme) Modified Dairy)
- » Cream, butter, milk flavours
- » Masking flavours

### LIQUORICE FLAVOURS

- » Sweet
- » Smoked
- » Raw
- » Salty

### OTHER FLAVOURS & SAVOURY

- » Energy
- » Spice flavours
- » Glögg
- » Beer (lager, ale, stout)
- » Cola
- » Kvass
- » Malt
- » Red grape

### OTHER FRUIT FLAVOURS

- » Peach
- » Banana
- » Pineapple
- » Passionfruit
- » Guava
- » Strawberry guava
- » Kiwi
- » Marula
- » Maracuja
- » Lychee
- » Guanabana
- » Pitanga
- » Feijoa
- » Guarana
- » Camu camu
- » Melon varieties

### CITRUS FLAVOURS

- » Orange
- » Blood orange
- » Lemon
- » Lime
- » Sweet lime
- » Pink grapefruit
- » White grapefruit
- » Pomelo
- » Kumquat
- » Mandarin







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