

CHICKEN-FLAVOR

# THE ESSENCE FROM COOKBOOKS AROUND THE WORLD.

The new Silesia chicken flavors.



# Combining in-depth research and mother's recipes resulted in a new taste.

Experience the new Silesia chicken flavors.

## Exploring good taste.

To define and develop good taste is not only our most important daily challenge, it is also our passion. We applied this approach, when setting out to develop our new line of chicken flavors. This was critical, given that chicken is by far the most important flavor in the soup segment, both for liquid and instant varieties. In fact more than half of all new product launches are chicken soups. In addition, "chicken" is among the most popular flavors when it comes to applications like ready-to-serve meals, potato and pasta products. A further reason to work on this flavor profile.

## A taste from the past transported into the future.

Not an easy task but an essential one for ensuring the success and acceptance of our chicken flavors. After all, who doesn't like to reminisce and think of the crisp chicken or tasty soup that your mother made. It's a taste that you can recall with your eyes closed, an aspect we identified and used for our new range of chicken flavors.

## Inspired by mother's cooking.

When we started searching for the perfect chicken flavor, we quickly realized that the best inspiration for a typical home-made chicken flavor would be old cook books and recipes, which had been handed down from generation to generation. These became the basis for the work we conducted.



## Chicken flavors. A taste with a future.

As our customer you can profit from our chicken flavor development. You can launch products that meet consumer needs and tastes. And chicken is a taste variety with a future thanks to our detailed and wide-ranging exploration of the past.

# How the chicken gets from the stove into the bottle?

Authentic chicken flavors, the result of market research, development and usage.

## Market research to discover the taste.

The fundamental philosophy of „mother’s cooking“ and the resulting flavor profiles stem from our in-depth evaluation of both internal and external market research. Our findings clearly showed that consumers do remember mum’s cooking and, later on, are able to identify this taste in the products they consume. Thus, we had a clear guideline for the development of our chicken flavors.

## The unique fingerprint of our new flavors.

Following the research phase, during which we were able to clearly define the flavor profiles needed, we moved on to the scientific analysis of the flavor components. During this analysis we applied a process developed by Silesia to identify and isolate the key components of a typical chicken flavor. These chicken flavor molecules, which are used exclusively for Silesia flavors, allow us to give every single chicken flavor a unique and authentic fingerprint.

## The perfect combination of high-tech and an excellent sense of smell.

It is this special combination that allows us to transfer the taste of traditional kitchen-made flavors to processed foods. To support the flavor creation, Silesia’s flavorists employ state-of-the-art technology, commensurate with the latest process technology requirements to create perfect products.





# Consumers' taste – the measuring rod for our development.

Chicken flavors of convincing quality.

## Knowing the market.

While developing and testing in the various applications, we kept our focus on current consumer and market demands. We tested our flavors extensively in all relevant applications, to ensure not only flavor stability but also for optimal flavor release. Optimal process technology to meet market needs.

## Home cooking for industrial use.

Adapting food preparation at home to the demands of industrial use has paid off. Chicken flavors that were successfully tested to work in all relevant applications and thus guarantee your product's market success.

## Customer satisfaction is our benchmark of success.

When speaking about „mum's cooking“, we not only want our customers to recognize the flavor when consuming the food but also trigger childhood memories. „It tastes exactly like my mum made it!“ is an example of what will come to consumers' minds. Our new range of chicken flavors for your market success.

## Tested for following applications:

- ✓ Instant soups
- ✓ Heat-stable packet soups
- ✓ Noodle soups
- ✓ Bouillon cubes
- ✓ Mashed potatoes



[www.silesia.com](http://www.silesia.com)

### **About us.**

For more than 100 years our family-owned business has had a role in the world of flavors. From the beginning, our priority has been to offer a product line of the highest quality. These high standards have helped us to strengthen our position internationally, as one of the leading flavor producers.

At the same time we maintain the attributes of a family-owned company that has and still is driven by its traditional values. Our company philosophy guides us to act responsibly when dealing with our employees, our customers and the environment.

Our standards, our customer focus and close collaboration with our clients guarantee a product developed to meet each customer's needs. The result: innovative, high quality food products, which give our customers a decisive competitive advantage.

Welcome to our world of flavors. The world of Silesia.

### **Silesia**

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**Silesia. Taste the flavor.**

