

Exploring Diversified Tastes Worldwide

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The origins of different taste's



What is
traditional
in one country
is ethnic in
another



People and Their Customs



It's all about people and their food

it's also About..
Traditions & Culture..





你吃饱了没有？|

Have you eaten ?

The Chinese way to say "Hello"





how does WGC develop the flavors in 4 simple steps...

- Collection of headspace samples
- Identification, isolation and synthesis
- Reconstitution of flavour profile
- Application and sensory testing





Sample Collection



Collection of headspace samples from cooked foods and fruits



Analysis and Identification



Analysis



Identification



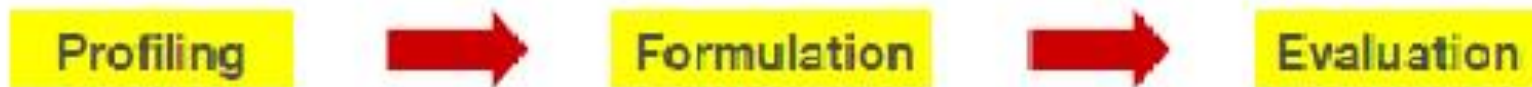
Synthesis



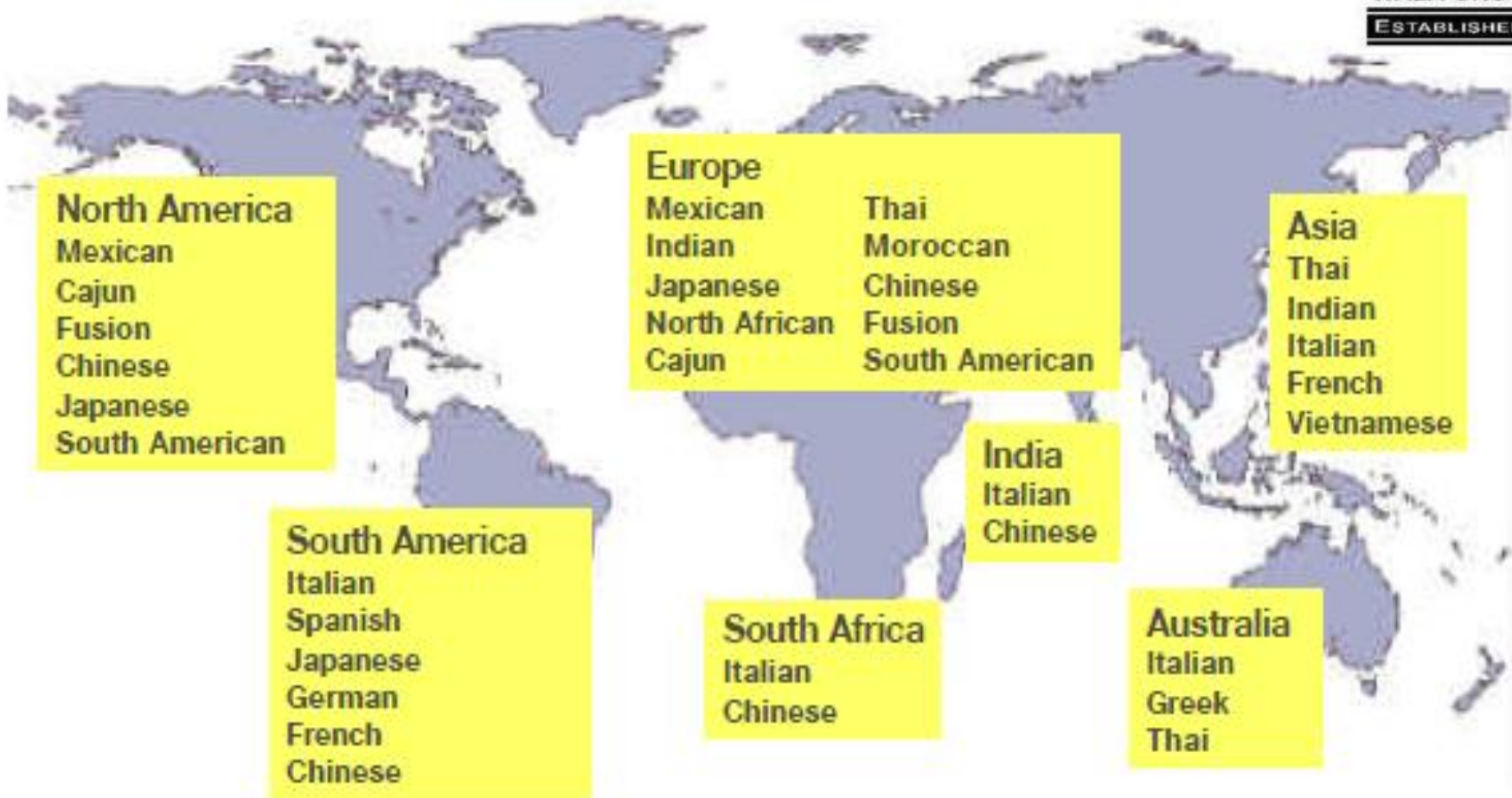
Reconstitution and Flavour Creation



Virtual Aroma Synthesizer



Global Ethnic Food Trends



North America
Mexican
Cajun
Fusion
Chinese
Japanese
South American

South America
Italian
Spanish
Japanese
German
French
Chinese

Europe
Mexican
Indian
Japanese
North African
Cajun
Thai
Moroccan
Chinese
Fusion
South American

South Africa
Italian
Chinese

India
Italian
Chinese

Asia
Thai
Indian
Italian
French
Vietnamese

Australia
Italian
Greek
Thai



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Everywhere....**



We are....



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day....*

Every where...

