



LEMON

FIVE REASONS WHY



1



COUNT ON A
CULINARY FAVORITE

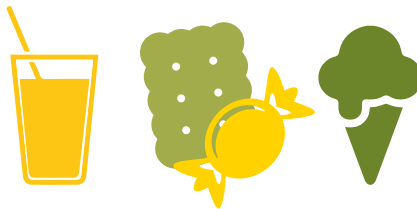
LEMONADE LEMON SORBET
LIMONCELLO LEMON ICE TEA
VODKA LEMON BITTER LEMON
LEMON CHEESECAKE
FRENCH 75 PASTA AL LIMONE

2

BENEFIT FROM A GLOBAL

TOP SELLER

TOP N° 3 FRUIT FLAVOUR IN

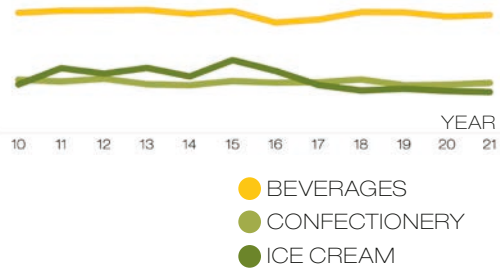


1900 PRODUCT LAUNCHES PER YEAR GLOBAL
SOURCE: MINTEL GNPD

3

TRUST A STABLE

EVER GREEN



MARKETSHARE PRODUCT LAUNCHES GLOBAL WITH LEMON FLAVOUR
SOURCE: MINTEL GNPD

4



DELIGHT PEOPLE WITH A

SUNNY FEELING

FOR BODY & SOUL

5

BENEFIT FROM A SOCIABLE AND

MULTI FACETED

FLAVOUR TO CREATE MAINSTREAM FIT PRODUCTS WITH A

REFRESHING TRENDY TWIST



YOUR PARTNER IN TASTE.

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