

Press release

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esarom announces the flavour of the year 2025: Coffee

esarom, leading supplier of flavours, compounds and innovative flavour solutions, announces the flavour of the year 2025. The company therefore developed a new product range all around coffee flavours.

Rich aroma and complex taste: Coffee is such a standout in the world of flavours. Its taste is equally captivating and offers a spectrum of flavours, ranging from bright and fruity to roasty and chocolatey.

esarom therefore officially declares coffee as the flavour of the year 2025.

With the upcoming year 2025 ahead, the company expanded its portfolio with new coffee flavour variations. Beside cappuccino, café latte, and espresso flavours, esarom developed extraordinary variations such as Turkish coffee or coffee caramel.

A sensory delight

"Coffee is more of an experience than a single sensory impression," explains Susanne Winter, Head of Marketing. "With the new coffee flavours, we want to offer the opportunity to create incomparable taste experiences that are unique and correspond to current market trends."

*„Coffee is a complex fusion of over thousand different aroma molecules.
It has great potential to being used over different beverage categories.“*

Marvin Wortman, Flavourist

Aromatic diversity

In addition to classic coffee drinks, the new coffee flavour portfolio is also suitable for energy drinks, CSDs, water plus and many other categories. These include confectionery as well as ice cream products.

With the taste of the year 2025, esarom heralds a new era of taste and thus strengthening its position as an innovation leader and reliable partner in the beverage and food industry.

Online:

<https://www.esarom.com/blog/news-flavour-of-2025-coffee/>

About:

esarom is one of the leading suppliers of compounds, flavours and ingredients for the beverage and food industry around the world. Together with its partners and customers the company co-creates concepts that provide incomparable taste experiences and spend moments of joy.

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