



DISCOVER EFFA

Explore the
world of flavourings



Mission

Our Mission is to be European leaders in the world of flavour, providing long term positioning as a trusted and impactful partner and supporting the flavour industry by providing coordination and direction.



Vision

Our Vision is to be the voice of flavour in Europe, leading a Europe-wide strategy to the benefit of the flavour industry, its customers and consumers alike.

Industry Core values



INNOVATION

Investing more than 10% of turnover in R&D and Innovation



SUSTAINABILITY

Looking for sustainable sourcing and circular economy



HERITAGE

Working with food passionate experts



PASSION

Bringing pleasure to people's daily life



ECONOMIC & SOCIAL FOOTPRINT

Fostering the dynamism of local economies and raise employment



RESPONSIBILITY & TRANSPARENCY

Continuously improving high standards in food safety



Our Members are Flavour Houses and National Flavour Associations from across Europe



National Associations with a membership of over 300 SMEs



Company Members

We provide support and guidance to our members on Regulatory, Communication and Public Affairs



EFFA Guidance Document on the EC Flavourings Regulation



EFFA Animation Video
What is a Flavouring?

A key partner of the food and drink industry



AN INDUSTRY DRIVER OF CHOICE

Taste being one of the main criteria for choosing a food product, flavourings are key ingredients for the food and drink industry. Therefore, the impact of the flavour industry on the F&D turnover, added value and employment is of great significance.



EUROPEAN FOOD AND DRINK INDUSTRY NUMBERS¹



Turnover:
1,192€ billion



Gross value added:
2.1%



Employment: **4.72 million people**,
leading employer in the EU

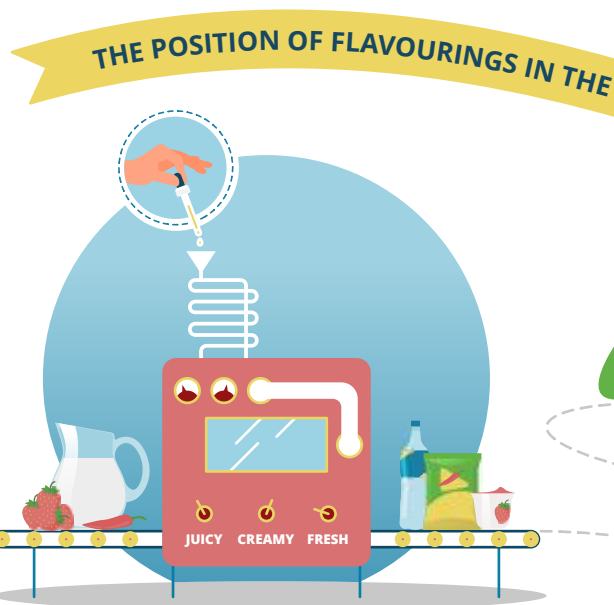
AN INDUSTRY DRIVER OF INNOVATION



The **main driver** of innovation in Europe is **pleasure** & the 1st food innovation **trend** is **variety of senses**²



The flavour industry **invests around 10% in R&D+i**, well above the 2.06% of the EU average³ bringing innovation to the sector and fulfilling consumer's expectations.



What are flavourings and why do we use them?

Flavourings are ingredients that bring taste and variety to the food we eat - e.g. a vanilla flavouring brings taste to both the pudding you are cooking at home and the ice cream within the recipes of the food industry.

There are many different types of materials to formulate flavourings: flavouring substances, flavouring preparations such as essential oils, extracts, etc. There are thousands of materials that combined generate hundreds of thousands different combinations of flavours.



CREATIVITY

Flavourings give to food that signature taste that brings back memories, generates emotions and entices our palates: ***"There might be a certain way your grandma makes a lemon meringue pie. There's something really special about that and that signature taste is really what flavour is."***

Rachel, Category Material Specialist & EFFA Flavour Ambassador



CONSCIOUS DIET

Flavourings help to support a conscious diet (or lifestyle) by maintaining great taste also for products with reduced salt, sugar or fat to make the healthy choice easier for consumers: ***"There is a lot of talk about sugar reduction and thanks to flavourings, we can improve the finished products."***

Margaux, Flavourist & EFFA Flavour Ambassador



SUSTAINABILITY

Flavourings help us use the earth limited resources sustainably: ***“Food is one of the biggest challenges for humanity. Sustainability and availability of food will be key for peace on earth.”***

Matteo, Regulatory Affairs Manager & EFFA Flavour Ambassador

AN INDUSTRY CONTRIBUTING TO EUROPE'S ECONOMY AND LEADERSHIP IN THE WORLD



European Flavour industry turnover:
3,5€ billion



EU market share of the global share:
30%



World leaders: **4 of the top 5 global flavour companies are based in Europe**



Percentage of global production that is
made in EU: 20%

AN INDUSTRY DRIVER OF EMPLOYMENT



Employment:
Approx. 10.000



Sites in Europe:
Over 400

AN INDUSTRY BASED ON HERITAGE



Heritage: **First companies were founded at the end of the XVIII century**



Ownership: **70% are family businesses**



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