

dsm-firmenich announces Peach+ as 12th annual flavour of Year for 2024

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dsm-firmenich, an innovator in nutrition, health, and beauty, announces Peach+ as the 12th annual “Flavor of the Year” for 2024.

Peach+ was inspired by PANTONE 13-1023 Peach Fuzz, the 2024 Colour of the Year from PANTONE, the global colour authority and provider of professional colour language standards and digital solutions for the design community. The selections were based on emerging signals in the cultural and consumer landscape where trends in kindness, community, goodness, and comfort have all been identified as having increasing relevancy. For more than 20 years, both companies have observed many of the same trend sources, drawing inspiration from a wide variety of influences, including culinary, fashion, hair and beauty, packaging and multimedia design, home decor and interior design, architecture, art, and the cultural zeitgeist.

Peach+ is an invitation to dsm-firmenich customers to innovate with this beloved flavour, to go beyond the traditional juicy sweet aspects to also consider softer, smoother, lighter, more refreshing, textural elements.

“Now in its 12th year, the announcement of the Flavour of the Year is an eagerly anticipated event,” said Maurizio Clementi, EVP for Taste, Taste, Texture & Health at dsm-firmenich. “The delicate and natural qualities of Peach+ call for diverse applications across multiple food and beverage industries, and we are excited to see the innovations of our clients

upon receiving this news.â•