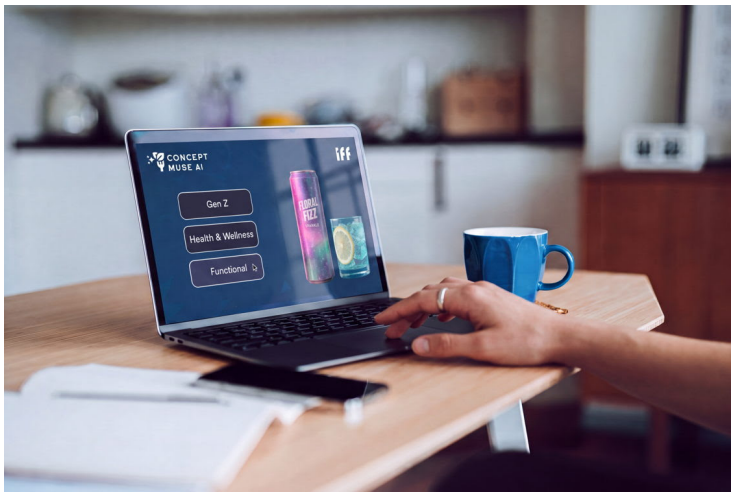
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ASIA

IFF Introduces CONCEPT MUSE for AI-Driven Food and Beverage Innovation

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CONCEPT MUSE helps identify market opportunities and uses simple prompts to generate differentiated concepts complete with narratives, visual mockups and suggested technologies



IFF, a global leader in flavors, fragrances and health and biosciences, announced the launch of CONCEPT MUSE, a proprietary AI-powered tool for food and beverage concept generation. Drawing from IFF's consumer insights, flavor expertise and market intelligence, CONCEPT MUSE helps identify market opportunities and uses simple prompts to generate differentiated concepts complete with narratives, visual mockups and suggested technologies.

"Food and beverage innovation has always been a balance of art and science. Now digital transformation is adding a powerful new dimension to that equation," said Benjamin Mattei, vice president of intelligence and digital transformation for IFF Taste. "CONCEPT MUSE is where AI meets human imagination to unlock new possibilities. It helps accelerate innovation, translate insights into exciting new concepts, and enables manufacturers to push beyond conventional thinking."

As consumer preferences evolve at unprecedented speed, manufacturers face growing pressure to innovate quickly while delivering products that are relevant, distinctive and commercially viable. CONCEPT MUSE combines IFF's deep consumer insights, market intelligence and technical expertise with the power of generative AI to help teams move from inspiration to conceptualization in minutes rather than weeks.

"The value of CONCEPT MUSE does not come from simply pressing 'generate'. It comes from the expertise behind it: how IFF experts frame the challenge, select the right inputs, critically evaluate the outputs, and continuously refine the results. It is human-guided, not on autopilot," said Mimi Sherlock, vice president of global human futures for IFF Taste. "AI expands the range of possibilities, while human intelligence provides the relevance, credibility and direction."