

GREENS REIMAGINED

Flavour Pairings in daily greens blends

The greens market is expanding from the US to Europe, with more than 400 products now listed on Amazon alone. Despite that growth, consumer taste perception of these products remains a challenge with 44% of negative (1 – 3 star) reviews referencing taste.

Synergy utilises the science of flavour pairing to help create flavours which work with the base, rather than against it. By using our analytical capabilities we have developed six flavour concepts which share common flavour compounds with greens blends.

OUR FLAVOUR RANGE



Lime & Mint



Peach Tea



Ginger Tea



Watermelon



Tropical



Original