

always  
inspiring more...

diana | symrise 

# Smooth Veggie

A VEGETABLE JUICE OF CARROT AND CUCUMBER

An innovative and natural way of consuming vegetables, with even more fresh and intense taste experience. Fresh and authentic vegetable, "garden-picked" taste experience.

Natural ingredients providing intense notes of raw carrot. In line with latest trends for healthier consumption habits. Leverage for more ethical and environment-friendly behaviors.

Vegetables are considered as main meal, they are not just side dish anymore. Traceability and transparency, products closer to home made recipes, with less processing. Consumers need to trust what they eat.

[fie2017.symrise.com](http://fie2017.symrise.com)



FIE'17 CONCEPT  
Culinary



Let's get in touch

Tanja Schader  
[tanja.schrader@symrise.com](mailto:tanja.schrader@symrise.com)  
TEL +49 5531 90-1738