

always
inspiring more...

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PERSONALIZE YOUR TASTE: CHOOSE YOUR FAVORITE FLAVORS, COLORS, SPICES

Playing, experimenting, diving in and being a part of something bigger than yourself: The younger generation in particular has developed a whole new way of interacting with the world around them. Immersive experiences like special movie theaters, augmented reality or escape rooms are increasingly becoming the norm – and they bring people closer to a brand than ever before. We have applied this concept to food. Consumers can customize their snacks using an interactive product that we have broken down into its individual components.

Now it's time to combine them anew: With natural flavors, spices and colors.

fie2017.symrise.com



FIE'17 CONCEPT
Snack Food



Let's get in touch

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