



International Organization
of the Flavor Industry



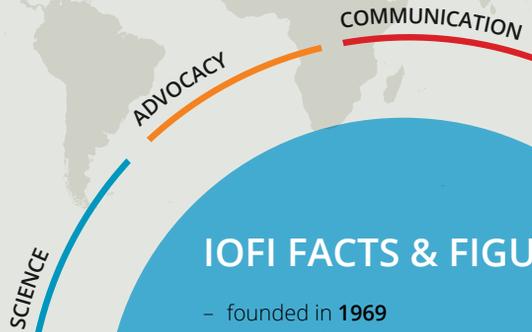
**IOFI – GLOBAL LEADERSHIP
IN THE WORLD OF FLAVORS**

IOFI: REPRESENTING THE WORLD OF FLAVORINGS

- **The basics:** A flavoring is an ingredient whose primary purpose is to provide taste. A taste experience can help us recapture a childhood memory, put us in a good mood or make our food and drinks much more enjoyable.
- **Who we are:** Founded in 1969, the International Organization of the Flavor Industry (IOFI), is the global association representing the industry that creates, produces and sells flavorings worldwide.

With regional and national associations and major global companies as members, a management staff of scientific and regulatory experts located in Brussels and Washington D.C. and a network of top-notch industry volunteers, IOFI interacts with stakeholders around the world on behalf of the flavoring industry.

For more information, visit:
www.iofi.org



- founded in **1969**
- representing
 - **16** regional/national associations
 - **10** major global companies
 - **> 85%** of a **€ 10-12** billion market

VISION

Global leadership in the world of flavorings

MISSION

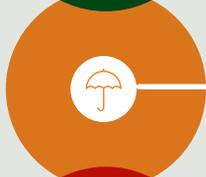
The International Organization of the Flavor Industry advances the global trade of safe, responsibly produced flavorings that respect the environment and enrich the lives of consumers.

STRATEGIC OBJECTIVES



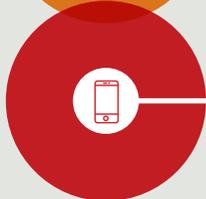
SCIENCE

- Use and promote **highly reliable**, state-of-the-art science to assure the safe use of flavoring materials.
- Maintain and strengthen thought leadership regarding the **safety of flavorings**, thereby advocating for the consistency of approaches used globally for the safety assessment of flavoring ingredients.



ADVOCACY

- Facilitate a **harmonized approach** to flavoring regulations that supports a global industry.



COMMUNICATION

- Build **understanding and trust** in flavorings and the industry through collaboration with member associations and other stakeholders.
- Be a reliable and transparent **resource** on all aspects of flavorings while respecting the integrity and ownership of intellectual property.

FROM MISSION TO ACTION

Our activities support our mission every day. Here's what we do:



SCIENCE

- Work with internationally recognized safety assessment bodies to ensure the industry meets their needs for sound scientific data.
- Produce peer-reviewed scientific studies that illustrate IOFI knowledge of flavorings and their proper use.

ADVOCACY

- With official observer status for the industry at the United Nations WHO/FAO Codex Alimentarius Commission, provide expert advice on flavoring matters.
- Assist members and other stakeholders at local, regional and global levels to address regulatory and labeling issues.

COMMUNICATION

- Increase transparency about IOFI's organization and activities via the website and the trade press.

BENEFIT

Deploying expertise to support flavoring safety for customers and consumers.

BENEFIT

Sharing best practices to level the playing field and ensure consistent regulatory frameworks worldwide.

BENEFIT

Better understanding of this responsible, reliable industry that enriches the daily lives of consumers.

LOOKING AHEAD

The flavoring industry is unique and innovative, with a distinguished heritage and significant investment in products and safety.

Well positioned to represent the industry in the international arena, IOFI has the interests of members, customers and consumers in mind as it supports the global trade of flavorings that add so much value to foods and beverages.

In 2019, IOFI celebrates its 50th anniversary. Building on this foundation, IOFI will continue to be the voice of the vibrant global flavoring industry, providing a bridge between its products and the people who enjoy them every day around the world.





**International Organization
of the Flavor Industry**

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**PLEASE CONTACT IOFI IF YOU HAVE
ANY QUESTIONS ON FLAVORINGS.**

"IOFI's 50th anniversary in 2019 proves the resilience and sustainability of our flavor industry and its continued growth opportunities. We can all benefit from IOFI's heritage."

IOFI President Jean Mane