

# Exploring authentic African flavours

While the overall consumption of soft drinks is falling in the West, it is on the rise in Africa. It is predicted the consumption of soft drinks in Africa will increase by almost 29.54 per cent by 2020. This translates to 9.74 per cent more soft drinks consumed per capita.



The time has come for authentic African flavours to gain traction”

**M**ARKETING PRODUCTS FOR local tastes can be challenging. Most territories on the continent have their favourite beverage and flavour of choice. In northern Africa for example, Algerian consumers prefer juice-based drinks, while in sub-Saharan countries, Coca-Cola is still the undisputed king of the beverage market.

Understanding the balance of which flavours appeal to certain palates is a key in manufacturing products for local markets. ‘In Europe we like subtle tastes, such as water with a hint of fruit. This isn’t the case in Africa where strong, sweet and powerful flavours are popular,’ explains Karine Maffre, a flavourist at Aromatech.

As international flavour houses launch African ranges, the time has come for these flavours to gain traction in the formulation of new beverages and dairy products.

Aromatech, a flavour specialist based in the South of France, has researched and developed a range of exciting flavours, based on African plants and seeds. These products were designed specifically to appeal to African consumers. The flavours are suitable for use in beverages or dairy products, and available in liquid, powder, emulsion or spray-dried formats. Aromatech is distributed to the Africa market by Mekz Limited. ■

Aromatech – [www.aromatech.fr](http://www.aromatech.fr)  
Mekz Limited – [www.mekz.co.uk](http://www.mekz.co.uk)

## EXOTIC FLAVOURS FROM AROMATECH

### DITAKH

This Senegalese green-fleshed fruit has a very sweet flavour. Naturally rich in vitamin C, the ingredient has an earthy flavour and tastes of kiwi fruit.



### BISSAP

Also known as hibiscus tea, the woody/fruity bissap juice is the national drink of Senegal. Bissap is believed to reduce the risk of cardiovascular disease.



### CASHEW APPLE

The fruit tastes of a mix of mango, cucumber and lemon. It contains a high percentage of vitamin C and is mainly used in jam and fruit juice.



### BAOBAB

Originally from Madagascar, the baobab’s fruit is packed full of calcium, potassium, riboflavin and iron. With a taste that’s sweet and earthy, it is widely used in beverages.



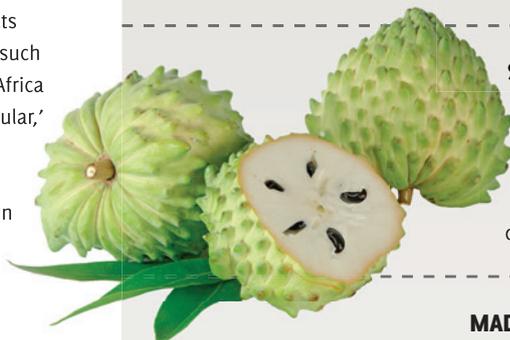
### TAMARIND

Not unlike rhubarb, tamarind is a juicy tropical fruit that contains vitamin B and calcium. The fruit has a sour taste.



### SOURSOP

This tropical fruit originates in eastern Nigeria and tastes of pineapple and strawberry. High in vitamin C, the fruits are often used in drinks and other sweet foods.



### MADD

This tropical fruit from Senegal features tastes of tomato, orange and carrot. Madd is used in the formulation of juice, ice cream and jam.



These exciting and exotic flavours are fully available to African manufacturers. As the demand for the ingredient reaches wider markets, it spells new business opportunities for African beverage manufacturers looking to export their product.