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CORPORATE FINANCE

Givaudan®

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## Media Release

### Media Invitation: Smell and Taste à la Givaudan

**Thursday, 26 August 2004, 12.00 CET Givaudan European Savoury Development Centre, Kempththal**

Ladies and Gentlemen of the Media,

On 26 August 2004, Givaudan opens, for you, its doors onto the world of smell and taste. During the course of three workshops we will immerse you into a sensorial and sensual experience.

#### Flavour Creation @ Givaudan

Ever thought about how flavours are created? This workshop highlights how Givaudan's flavourists work and the sophisticated tools they use in flavour creation. During the workshop, you will see how flavours are conceived; from base ingredients to finished compounds. Then experience some of the most exiting smells from Latin America with a visual and sensorial, multi-sniff show.

#### Smell and Taste the Future - Givaudan Trend Research

Ever wondered how the future will smell and taste? Givaudan trend researchers from the Fragrance and Flavour Divisions will give you a look into the future. From the trendiest foods and fashions to the tastes and scents that will become the vogue, our researchers have scoured stylish boutiques and "in" restaurants in some of the most astonishing, fast-moving cities and corners of this world, to give you a taste of tomorrow.

#### The Genealogy of Luxury Perfumes - with Givaudan's - renowned perfumers Ursula Wandel and Ralf Schwieger

L'Air du Temps, Rive Gauche, Opium, Loulou, Must, Emporio Armani, Ralph Lauren Blue, Attraction, Boss Intense- The fragrances created by Givaudan make up a legendary heritage and pave the way for future innovations. Join us as we take you on a journey to explore and interpret the major developments in fragrance since the end of the 19th century, decoding the olfactory revolutions and creative innovations. Ursula and Ralf will share their expertise with as they give you a guided tour of the marvellous, subtle world of fragrance.

We hope that these workshops have sparked your curiosity and hope that you will join us on a voyage of discovery in the fascinating world of fragrances and flavours. As an avant-gout we would start by serving you a Latin American buffet.

Yours sincerely,

Peter Wullschleger  
Givaudan Media Relations  
5, chemin de la Parfumerie, CH-1214 Vernier  
T +41 22 780 90 93, F +41 22 780 90 90  
E-mail: [peter\\_b.wullschleger@givaudan.com](mailto:peter_b.wullschleger@givaudan.com)

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## Invitation

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#### **Smell and Taste the Future – Givaudan Trend Research**

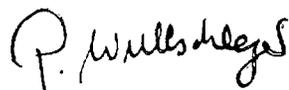
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Yours sincerely,



Peter Wullschleger, Head Media Relations



## Registration

### Smell and Taste à la Givaudan

**Thursday, 26 August 2004, 12.00 CET**  
**Givaudan European Savoury Development Centre**  
**Kemptthal**

Name, first name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

I will attend the Latin American buffet lunch, 12.00-13.30.  
I will participate at the three sensory workshops, 13.30 – 17.00

Yes	No

Please return the completed registration form by 15 August 2003 at the latest to:

Givaudan SA, Fax: +41 22 780 90 90; E-mail: [myriam.colle@givaudan.com](mailto:myriam.colle@givaudan.com)

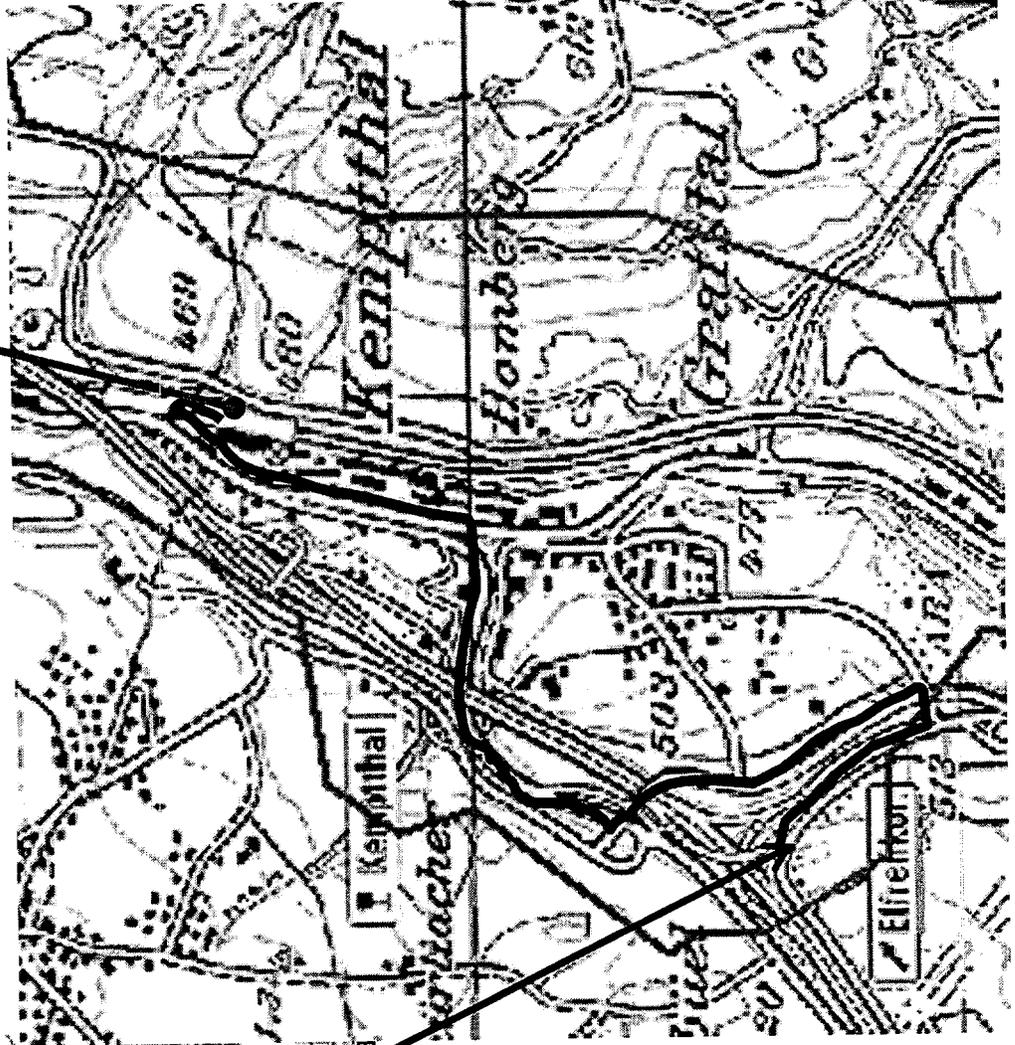
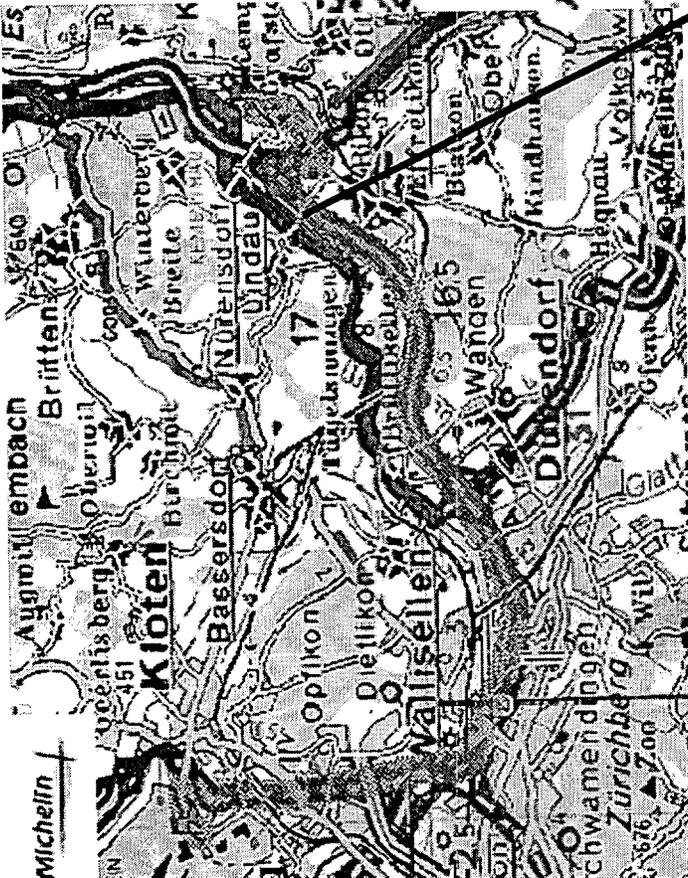
## By train to Kempththal

	<b>Departure</b>	<b>Arrival</b>
Basel – Zurich	07:46	08:56
	08:07	08:58
	10:20	11:20
Geneva – Zurich	05:34	08:53
	07:48	10:53
Lausanne – Zurich	06:19	08:53
	08:27	10:53
Bern – Zurich	07:13	08:26
	09:47	10:56
Zurich – Kempththal	09:07	09:41
	09:22	09:48
	11:21	11:48
	11:33	12:14
Kempththal – Zurich	12:41	13:08
	12:48	13:23
	13:41	14:08
	13:48	14:23
	14:11	14:38
	17:41	18:08
	17:48	18:23
Zurich – Geneva (via Bern)	13:34	16:30
	14:34	17:30
	18:34	21:30
Zurich – Bern	13:34	14:43
	14:34	15:43
	18:34	19:43
Zurich – Basel	13:37	14:37
	14:37	15:37
	18:37	19:37
Zurich – Lausanne (via Bern)	13:34	15:54
	14:34	16:54
	18:34	20:54

# Givaudan

8310 Kempthal, Tel. +41 (0)52 354 01 11

Entrance



o Flughafen fahren Sie auf der Autobahn A1 Richtung Winterthur-St. Gallen. Nehmen Sie die Ausfahrt Effretikon und folgen Sie den Wegweisern nach Kempthal. In Kempthal auf der rechten Seite befindet sich der Bahnhof sowie der Eingang zum Savoury Development Centre.

Upon leaving Airport take motorway A1 direction Winterthur-St. Gallen. Take exit Effretikon follow the direction signs to Kempthal. In Kempthal on the right side you will find the railway station and the entry of the Savoury Development Centre.