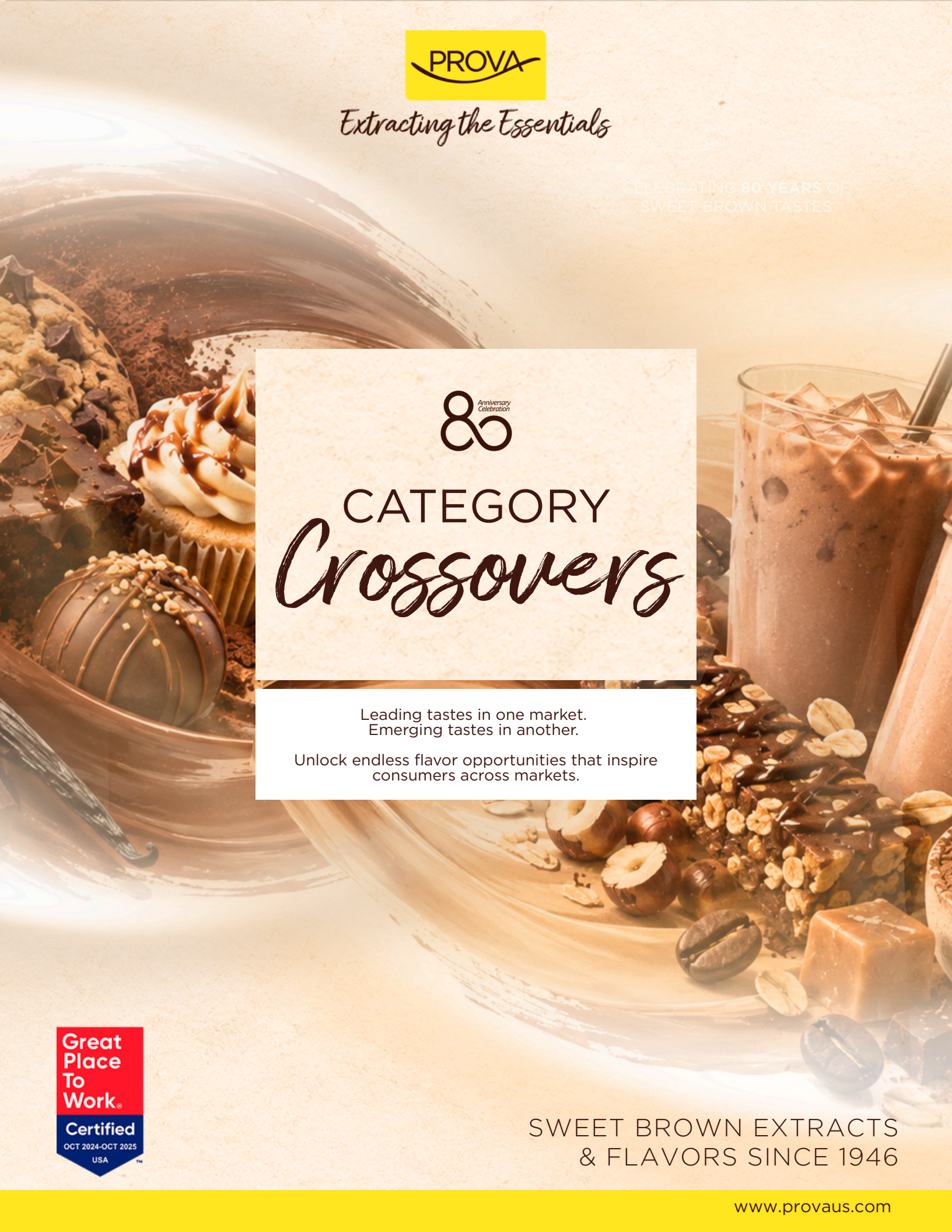
PROVA

Extracting the Essentials

CELEBRATING **80 YEARS** OF
SWEET BROWN TASTES



80 Anniversary Celebration

CATEGORY *Crossovers*

Leading tastes in one market.
Emerging tastes in another.

Unlock endless flavor opportunities that inspire consumers across markets.

Great Place To Work. Certified OCT 2024-OCT 2025 USA

SWEET BROWN EXTRACTS
& FLAVORS SINCE 1946



80 Anniversary Celebration

FROM CORE TO CROSSOVER

OUR HERITAGE ➤ SWEET BROWN EXPERTISE ➤ YOUR FORMULATION ➤ THE NEXT INNOVATION

CELEBRATING SWEET BROWN PROFILES THAT **CROSS CATEGORIES**

For over 80 years, PROVA has built their specialized expertise in the **sweet brown** profiles that consumers know and love. Vanilla, cocoa, coffee, and caramel are building blocks across markets. **Category Crossover** explores how top tastes in one market are an innovative concept in another.

INFINITE INSPIRATION

for Sweet Brown Flavor Creation



CONSUMERS HAVE A GROWING INTEREST IN

BAKERY-INSPIRED BEVERAGES

+6.1%

Tastewise, Yearly growth in social share, Sept 2026



LEADING **BEVERAGE-INSPIRED BAKERY** PRODUCTS INCLUDE:

MATCHA TEA

COFFEE

APPLE & CIDER

Mintel: GNPD Jan -Sept 2026, Beverage Flavors in Bakery New Product; New Variety/Range Extension



MILKSHAKE

LEADS **SPORTS NUTRITION** SHARE

77%

Innova, Flavors in leading Categories, 2026

YOUR FORMULATION

Cross Category

FLAVOR INSPIRATION



Consumers have an appetite for **playful crossovers**.

CONTACT US TODAY

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