

# FLAVOR NEWS

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## How do you **MOVE FORWARD** when the world is forced to **stand still?**

It's an unprecedented time in the world. As a food, beverage or healthcare company how do you move forward when so many things have hit pause? Of course, the most important thing is the safety and security of your employees and your partners. But when you've enacted social distancing and all the right precautions, are there ways to make sure you're well set to grow when you're back in action?

At FONA, we know this time has challenges for you. In this special edition of Flavor News, **we thought we'd share some advice** about how to keep moving when product innovation and face-to-face interaction is at a standstill.



FONA INTERNATIONAL'S QUARTERLY NEWSLETTER

**STAY IN THE LOOP**  
Keep up-to-date on our latest flavor events and news. Send your email address to [signup@fona.com](mailto:signup@fona.com).

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# How do you move *forward* when so much is standing still?

## Tip 1.

### YOUR PEOPLE MAKE YOUR CULTURE

The first priority in any situation, particularly a pandemic like COVID-19, should be the health and safety of your people. Listen to their worries. Take their feedback. Communicate openly, with compassion. These actions are critically important for your employees, and will help secure the existence of your business – because they will help ensure the survival of your culture.

We've made the "business case" for company culture in previous issues of Flavor News – and we stand by that advice. Investing in a culture that supports and grows your people can result in revenue growth. You're creating employee engagement and business growth naturally follows. There's no better time to care for the physical, mental and emotional well-being of your employees than right now.



## Tip 2.

### MAKE THE TIME WORK FOR YOU

It's an unprecedented time. It's not business as usual. When you've confirmed the safety of your employees and taken all important steps – it's time to think about the future of the business. When a situation throws you for a loop, it's often time to power through rather than hold still. So think, what are those things that are usually so hard to get done?

Have you been meaning to get around to an analysis of your flavor portfolio? Need some innovative new ideas to fill that pipeline? It can be as simple as organizing your digital assets. Clear the runway, remove those hurdles that are usually so hard to get to – it'll prepare you for take-off when the time comes. *(And the time will come).*



## Tip 3.

### LEAN ON THE PARTNERS YOU TRUST

Getting the right support can be the best way to take control of a situation that seems beyond your control. It's the best time to get proactive with partners you can trust. Even if you have a challenge that you think is out of their scope – engage and communicate with them. Now is the time for suppliers, partners, communities – and yes, even competitors – to come together and move forward. Lean on your trusted suppliers, no matter what you're facing.

We'll get through this together.  
Let us know how we can help.

[FEEDBACK@FONA.COM](mailto:FEEDBACK@FONA.COM)



# Chairman's Corner

## STRONGER TOGETHER



*Please know that I hope you and your families are staying safe and well during these challenging times.*

I do feel **"grateful,"** but that doesn't seem to do it justice. At FONA, we are indeed grateful for partners like you. The work you are doing is so very important. You carry an incredible responsibility – FONA is honored to carry that responsibility alongside you. We together serve a critical need in the Nation's infrastructure. By

serving the food, beverage and healthcare industries, we together keep families comforted, fed and physically well.

I am **"indebted"** to the entire FONA Family who have worked tirelessly since February to understand the practical implications of the pandemic and ensure the health, safety and security of our amazing employees. I am in awe of our own employees who are coming up with innovative and groundbreaking ways to support and engage virtually with our partners and with each other. It confirms something for me: the best way to create a brighter tomorrow is by coming together in new ways. We're much stronger together – even virtually – than we are apart.

I am also **"thankful"** to our community: from the healthcare workers to the truck drivers to the grocery store clerks. It has been wonderful to see the engagement and determination of our community as they carry on and support each other.

Thank you for everything you are doing. If there is anything at all we can do to help you create that brighter tomorrow for you and your company, please let us know. You can reach out to [feedback@fona.com](mailto:feedback@fona.com) or chat with us at [www.fona.com/chat](http://www.fona.com/chat).

Grateful, Indebted and Hopeful,

JOSEPH SLAWEK  
Chairman & CEO



## Faces of FONA



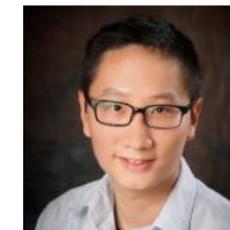
REBECCA GENOVISE  
FLAVORIST, BEVERAGE

Becca has now been promoted to Certified Flavorist with FONA and the Society of Flavor Chemists. She will help the Beverage Team develop flavors for beverage and performance nutrition applications to help FONA's customers grow and succeed. This certification involves more than seven years of required study and testing. Becca has demonstrated strong customer-facing and technical skills through her work in flavor development and support in opening our Irvine, California space. Becca has been with FONA for 10 years, first starting as an intern in 2010.



DR. SMARO KOKKINIDOU  
TECHNICAL DIRECTOR, TASTE MODIFICATION,  
RESEARCH & INNOVATION

An employee of FONA since 2017, Dr. Smaro has demonstrated her subject matter expertise by helping foster connections between sales, marketing, R&I, customers and external partners. In her new role, she will lead research and development efforts in the area of Optify™ taste modification solutions. Smaro has a B.S., in Chemistry for the University of Crete, a M.S., in Food Science from the Pennsylvania State University, and a Ph.D., in Food Science from the University of Minnesota.



CHIN-PING-SU  
TECHNICAL MANAGER, ENCAPSULATION  
TECHNOLOGIES, RESEARCH & INNOVATION

Starting as an intern in 2012, Chin-Ping has diversified experience in encapsulation development and instrumental analysis. He is also a Certified Food Scientist and holds certificates of HACCP and Food Inspection Analysis. In his new role, Chin-Ping will be the primary leader of research and development efforts in the area of microencapsulation and the controlled release of flavor and food ingredients. His subject matter expertise will help support FONA's technology strategy and serve as a critical connection to our valued domestic and international customers and partners.



LILA BAKER  
SR. ACCOUNT EXECUTIVE, SALES

An accomplished sales and marketing professional, Lila has nearly 16 years of sales experience and 5 years of purchasing and marketing experience in the food, nutraceutical and beverage industries. Lila started at FONA in 2018 and has done an excellent job serving valued FONA customers. In her new role, Lila will continue to help establish and grow relationships with customers based in the Performance Nutrition market.

## EXPERTISE IN EVERY FLAVOR.

If you're contending with taste or innovation hurdles, we've got you covered.

At FONA, we're here to help you fill your critical role in uncharted territory. FONA's experts can help.

## LET'S TALK.

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