

FLAVOR NEWS

VOLUME 73 AUGUST 2020

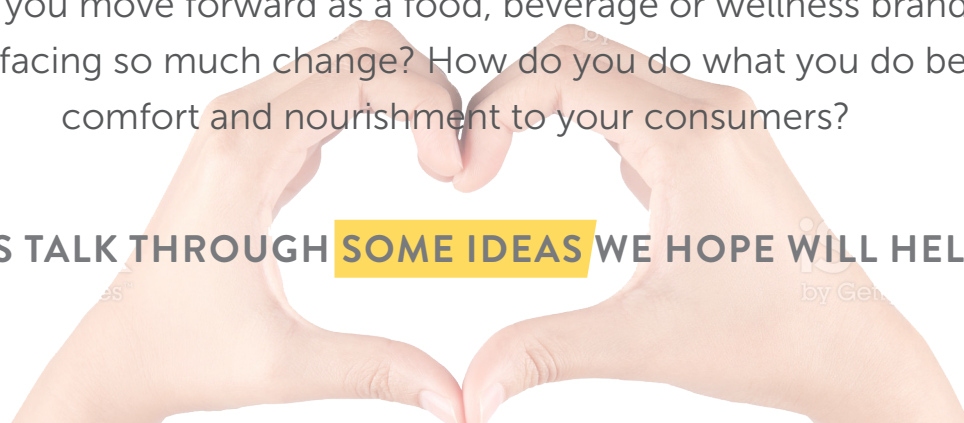



Comforting & Nourishing Consumers in a Changing World

4 WAYS TO KEEP DOING WHAT YOU DO BEST

These days, consumers are, well, concerned. Between the COVID-19 pandemic, civil unrest, economic concerns and the upheaval of daily life – they have reason to be. How do you move forward as a food, beverage or wellness brand when your consumer is facing so much change? How do you do what you do best – bring comfort and nourishment to your consumers?

LET'S TALK THROUGH **SOME IDEAS** WE HOPE WILL HELP.



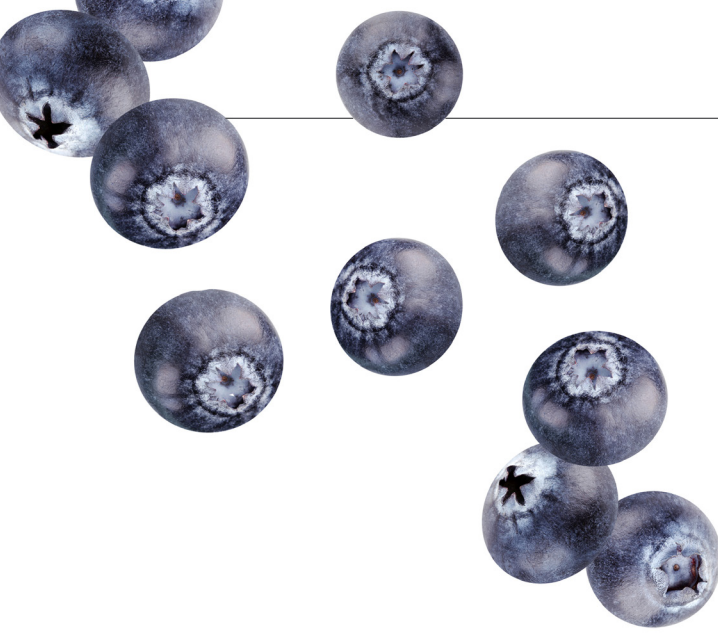


Comforting & Nourishing Consumers in a Changing World

4 WAYS TO KEEP DOING WHAT YOU DO BEST

1 Adapt & React Transparently

When the going gets tough, the tough open up. OK, that might not be the traditional phrase, but it's an idea that serves brands well in an environment of unexpected change. Instead of shrinking away, face what's coming head-on. Openly communicate the ways your brand wades through uncertain waters to instill consumer confidence.



2 Assess the Risk in Your Supply Chain

COVID-19 has shined a spotlight on the supply chain like never before, as empty shelves led consumers to consider product origins. Similarly, the risk equation has changed for some brands. Many food, beverage and healthcare manufacturers are becoming more risk-adverse and bringing their supply chain home domestically.



3 Think Wellness

We've talked about it in several insight pieces recently ([visit www.fona.com/insights](http://www.fona.com/insights)): the COVID-19 environment is amping up consumer focus on health and wellness. This move toward well-being is all-encompassing, as we see consumers put a focus on their nutrition, particularly immunity and mental health. Every segment of consumer has moved to a greater focus. No matter your segment, your development strategy should keep this shift in mind.

4 Bring Comfort & Experience

The focus on health does not mean consumers only want low-calorie, fat-free options. Rather, it's the whole self that consumers are feeding. There is growth in premium products, indulgence and flavors and tastes that deliver an experience. How can you bring comfort and a new taste experience to your consumer?

We can partner with you to help navigate change in the consumer world. Connect with us today!

FEEDBACK@FONA.COM
WWW.FONA.COM/CHAT

SPECIAL ANNOUNCEMENT:

FONA appoints three new Vice Presidents

FONA has appointed Rebecca Wagner Vice President of Growth Platforms, John Fishel Vice President of Beverage and Tonya Hubbartt Vice President of Human Resources.

"Becky, John and Tonya each exemplify FONA values and are subject matter experts in their respective fields," said Chief Operating Officer Jeremy Thompson "Not only have they led FONA to success through important wins and promoting cultural development, but they also have become mentors and leaders to many throughout the organization."



Becky Wagner, FONA employee since 2006, was promoted to Vice President of Growth Platforms where she will continue to build customer loyalty, leading tolling and driving growth for high tech solutions such as TrueTaste®, a patented flavor technology.



John Fishel, employee since 2008, will take on the role of Vice President of Beverage, where he will have direct responsibility for the Beverage Solutions Manager as well as the Beverage flavor creation and marketing teams. He will provide strategic direction, marketing leadership and business management to the business unit to continue to provide exceptional service to our valued customers.



Tonya Hubbartt has been promoted to Vice President of Human Resources. In her role, she will continue driving award-winning benefits, culture, and people programs while delivering excellence in employee care, relations and engagement. She also guides recruitment and retention. Tonya joined FONA more than 11 years ago.

Chairman's Corner

HELPING YOU FIND NEW WAYS TO WIN



I hope each of you and your loved ones are safe and healthy. As we reflect on 2020 so far, it's fair to say that it's been a year unlike any other. Yet there is so much that fills me with hope and excitement for the future. When people come together, there's nothing we can't do.

I've seen the food and beverage industry work tirelessly to deliver consumers what they need to thrive and stay strong. You've found different ways to win, for your business and for those consumers you serve. We understand the work that you do is so important, and it's our honor to help you in that mission. I've watched as the wonderful FONA Family has innovated and driven forward. Their motivation is to help you deliver, to help you grow. They've done this while taking care of their families, and taking care of each other.

FONA and our amazing customers are winning through innovative new techniques, technologies, and habits. Of course, it all looks a little different than it did a year ago. As we look to the future, we're committed to finding even more new ways to help you win. We're committed to securing positive outcomes for you, and for your growth.

Lean on us – we're ready. We'd love to hear from you. Reach out to feedback@fona.com and let us know what challenges you're facing.

JOSEPH SLAWEK,
Chairman & CEO



Faces of FONA

PROMOTIONS



JASON MITTELHEUSER
SOLUTIONS MANAGER,
BEVERAGE

In his new role as Solutions Manager, Jason

will lead the applications team and continue to drive growth for FONA and our valued customers. Since his start at FONA in 2009, Jason has made significant contributions to FONA's Beverage team growth and has made a lasting impact on the organization through his collaborations with R&I on Taste Modification and encapsulation technologies.



JULIE LAUGHTER
SENIOR MARKET
MANAGER

Julie Laughter was promoted to Sr. Market

Manager where she will collaborate closely with business unit leaders and focus on business strategy, sales enablement and effectiveness, marketing and pricing. Since her start in 2018, Julie has been a catalyst for growth and innovation with a strong commitment to FONA values and excellence for our customers.



ALEX AJA
ACCOUNT EXECUTIVE
US, SALES MANAGER
- CHINA

In his new role, Alex will take on a hybrid role as Sales Manager – China

in addition to his role as an Account Executive in the US. Alex joined FONA as an intern in 2014 and later as a full-time employee in 2016. He has quickly grown his selling skills and demonstrated effectiveness in strategic and meeting planning. Alex will continue to serve our valued customers primarily in the Pacific Northwest while taking on additional responsibilities as Sales Manager for China.

NEW HIRES



LIZ KARRE
SENIOR ACCOUNT EXECUTIVE

Liz joins FONA as a Senior Account Executive with 10 years of sales experience and a diverse background in the food industry. Liz began her career in the food industry as a product

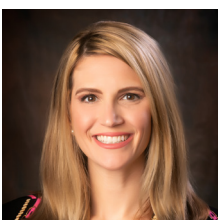
developer, developing a variety of products from canned meats to seasonings. Based in Kansas City, MO, Liz will have a key focus on fostering relationships and providing exceptional service to our valued customers within the Great Plains region of the U.S.



JULIE OLSON
INDUSTRY MANAGER, BEVERAGE

Julie joins FONA with more than 10 years of experience in food and flavor/ingredient manufacturing, as well as agency marketing roles. As Industry Manager, she will have a primary focus

on the alcohol segment and other beverage segments where she will work on creating marketing programs, campaigns and presentations for valued FONA customers. Julie is passionate about leveraging trends and insights with the goal of helping our customers with innovation.



MEGAN MULLINIX
SENIOR ACCOUNT EXECUTIVE

With 15 years of sales and management experience in the food and beverage industry, Megan joins FONA as a Senior Account Executive with a key focus on the alcohol segment. Based in Virginia,

she will focus on building cross-functional relationships and providing high value solutions to our customers within the Eastern region of the U.S. Megan earned an MBA from Bellarmine University and a B.A. in Business Administration with a double major in Marketing and Political Science from the University of Kentucky.



VANESSA CHAVEZ
SCIENTIST, BEVERAGE - IRVINE, CALIFORNIA

Bringing experience in innovation and new product development from concept to commercialization, Vanessa joins the Beverage Business Unit as a scientist at our Irvine, CA lab. In her role,

Vanessa will work with Flavor Creation, Marketing and other teams across FONA to provide accessible technical solutions to our customers.

FLAVOR NEWS

FONA INTERNATIONAL'S QUARTERLY NEWSLETTER

FOLLOW US

Stay connected to the latest FONA news and flavor trends.



IN THIS ISSUE

4 Ways to Keep Doing What You Do Best

New Hires & Promotions



1900 Averill Road
Geneva, IL 60134 USA

STAY IN THE LOOP

Keep up-to-date on our latest flavor events and news. Send your email address to signup@fona.com.

FLAVOR NEWS

Volume 73, August 2020
Published by FONA International Inc.
630.578.8600
www.fona.com



Flavor News is printed on 30% post-consumer recycled paper.

EXPERTISE IN EVERY FLAVOR.

If you're contending with taste hurdles, it's time for **Optify™**, FONA's suite of taste modification solutions.

- *Backed* by decades of taste modification experience
 - *Validated* with cutting edge technology
 - *Delivered* through a customized approach.

LET'S TALK.

www.fona.com/chat | 630-578-8600

