



SélectArÔme

SELECTAROME  
COMPANY PROFILE

SélectArÔme

# SUMMARY

- GRASSE, World capital of perfume and flavors
- HISTORY OF SELECTAROME
- COMPANY'S VISION
- COMPANY ORGANIZATION
- OUR PRODUCTS
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- WHY WORKING TOGETHER ?



# GRASSE

World capital of perfume and flavors



Grasse has become the world capital of perfume and flavors thanks to its proximity to fields of lavender, roses and other aromatic plants.

Since the Middle Ages, the inhabitants of Grasse have used these plants to create luxury perfumes for nobles.

Over the centuries, the perfumers of Grasse have developed distillation and maceration techniques to extract the aromas of plants and use them in the manufacture of perfumes.

In the 19th century, Grasse experienced a real explosion of the perfumery industry with the arrival of new technologies and new materials.

Grasse perfumers began to use raw materials imported from other parts of the world, such as ylang-ylang from Madagascar and citrus fruits from Italy, to create even more complex and elaborate fragrances.

Today, Grasse is still recognized as the world capital of perfume and flavors, with many perfumery workshops, perfumery schools and museums dedicated to the history of perfumery.

Grasse perfumers continue to create quality perfumes for the most prestigious brands in the world.



# HISTORY

It was in 1984, in Vence, we started to develop food flavors for professional chefs.

We used our experience in the perfumery and flavor industries to produce high quality flavors products.

Following the success of these first products, we have extended our activity to all catering trade and wholesalers and we have developed ranges for them.

In 2003, we settled in a new industrial area to face our growth.

This space was more adapted to our activity and our quality system, it allowed us to produce 1,500 different flavor references and to assume the conditioning of 500,000 bottles per year.

These packagings, intended for small users, are often resold under the brands of our distributor customers.

In 2013, we built a new factory in Grasse, allowing us to produce more than 3,000 product references in optimal conditions. In order to anticipate our regular growth and to have a clearer view of our future, an expansion of 1,000 m<sup>2</sup> is done in 2019.

# COMPANY'S VISION



## MISSION

Providing the best solutions for our clients thanks to our expertise, our experience, our know-how and our skills.



## ASSETS

- A favorable environment in a world famous geographical sector (Grasse, capital of perfumes and flavor)
- Proximity to major transport axis (roads, port, Nice airport)
- Food flavor specialist for almost 40 years
- Expertise on different types of naturalness (Natural identic, Natural, Organic)
- Stable workforce turnover
- Large amount of references
- Quality hardware equipment
- An effective R&D department, able to provide top quality flavors



# COMPANY ORGANIZATION



## R&D department

3 highly skilled flavorists able to develop and reproduce flavors and formulas in the most effective conditions in term of taste, olfaction, naturality, and time limit



## Quality department

A team that guarantees product quality, designs and updates the quality system, to ensure the conformity of the products with the specifications



## Regulatory department

All important pieces of information provided via technical specifications for all our references in French and English



## Sales department

6 persons available for you, to answer your questions, help you with your projects, propose you new flavors, and find the best solutions to help you being successful



## Logistic & Production department

More than 20 persons dedicated to manage your orders and send it to you in the best conditions

# OUR PRODUCTS

## 2 MAIN RANGE OF PRODUCTS

### Food flavors

### E-liquid flavors

A food flavoring is an ingredient that brings a specific taste and/or smell to the food to which it is incorporated in very small doses.

Aromas are the source of the greatest culinary discoveries and help keep France at the top of the list of countries “where it is good to eat”.

Thanks to flavors, the taste pleasures once reserved for the elite are now within reach of the greatest number, to the delight of our taste buds.

Like Proust's Madeleine, the aroma is capable of triggering in each of us beautiful memories linked to a smell, a taste, a feeling...

Since a few years e-liquids for cigarettes electronics have grown exponentially.

We have invested in this segment for several years to become a major supplier of e-liquid manufacturers.

Our flavorists have developed these flavors with specific formulas based on the Afnor standard and TPD regulations so that all these products can perfectly meet expectations. This range contains more than 200 references.

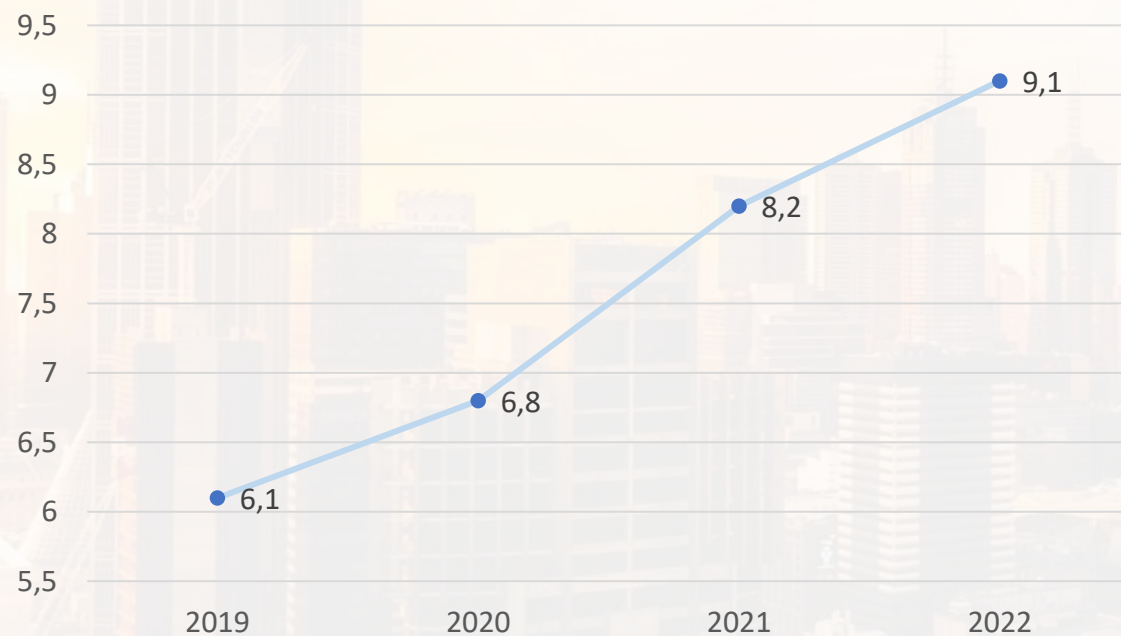
From simple to more complex flavors, the whole panel of current trends is represented.

All our flavors are tested in our laboratory in a vaping situation. Their high concentration makes it possible to dose them at only about 5% in a 50/50 liquid.

Shishas and Snus manufacturers? We also have very appreciated products.

# KEY FIGURES

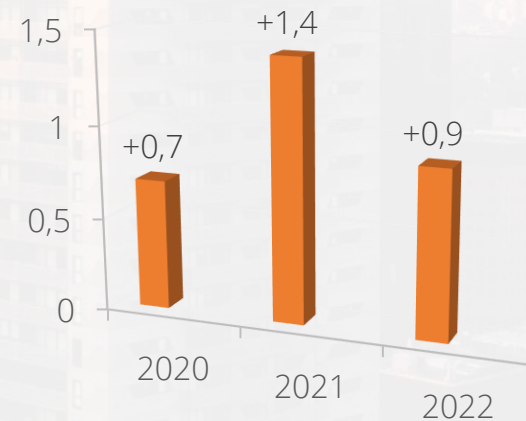
A solid growing company despite the covid and international political instability



● Turnover (in M€)



● Turnover evolution (in %)



● Turnover evolution (in M€)



# KEY FIGURES

We work with 35 different countries all over the world

A company always growing since its beginnings

More than 4,000 references sold since 2019

Almost 50 full time employees dedicated to our client satisfaction

More than 5,000 tons produced in 2022:

A constantly growing figure that has almost doubled since 2019

ALMOST 700 BTOB CUSTOMERS

# WHY WORKING TOGETHER ?

## CUSTOMER SATISFACTION IS OUR TOP PRIORITY

- 40 years experience – We know our job perfectly
- A favorable environment - Aromas are born in Grasse in France
- Long business relationship with our customers – Our clients satisfied, they trust us
- A constant growing company – Despite Covid19 and political instability, we keep on growing (Regular double digit growth)
- High level production (We doubled our production in 4 years)
- Know-how - We benefit from experienced teams on all of our company's department





THANK YOU

**SélectArôme**

**PARC D'ACTIVITÉS ARÔMAGRASSE**

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**SélectArôme**