



80 years

flavoured  
with  
fascination

**a k r a s**  
let there be taste

**Good Taste Has a Name**  
4

**How It All Began ...**  
8

**It's All Nature**  
10

**Quality Does Not Just Happen**  
12

**Focus Greece**  
16

**Focus Lebanon**  
17

**Profession for All Senses**  
18

**Flavours Are Glamorous**  
24

**Facts & Figures**  
28

**Taste of Innovation - Best Practice**  
30

**Flavour Research - a Glimpse of the Future**  
34

**Go East: Akras India**  
37

**Vanilla: The World Tour of a Flavour**  
40

**Customers about Akras**  
42



**Dear Reader,**

**Akras was born 80 years ago.**

To me, then and now, Akras is a family-run company with a high sense of responsibility and reliability. The traditional values of an entrepreneur of the past have developed into a competitive factor in the globalisation of the food industry.

It was with great responsibility towards customers and employees that I took over the company almost 15 years ago. The decisions taken decades ago have proven to be right and to provide the basis for the solid and healthy growth of our company. When I look back today, long-standing employees have decisively shaped the structure and the strategy with their enthusiasm and personality. My thanks particularly go out to our Akras team and our many customers worldwide. I would also like to express my appreciation for our suppliers and many partners in science and industry who have been supporting us throughout the years.

An occasion of this kind is also a great opportunity for looking into the future.

We want to develop the taste for food consciously and responsibly and to provide innovations for consumers and the industry within a stable partnership. Considering the enormous growth predicted for the world's population the food industry is facing huge challenges which here in Austria can also be seized as opportunities. We want to manage

resources carefully and in cooperation with science take on these challenges. We want to offer free space to creative minds and give customers the confidence that they have the right partner by their side.

I hope you will enjoy reading our brochure and I am looking forward to further interesting years of cooperation to come!

Sincerely,

Dr. Martin Krasny  
CEO Akras Flavours GmbH

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# Good Taste Has a Name

On the occasion of the 80<sup>th</sup> anniversary of the company Heinz Krasny (the former Managing Director) and Dr. Martin Krasny (Managing Director in third generation) discussed the main milestones in Akras's corporate history and provided an insight into the major industry trends in the years to come.



Managing Director Dr. Martin Krasny with his father Heinz Krasny

## **Akras is celebrating its 80-year company anniversary.**

### **What does this feel like, Mr. Krasny?**

Heinz Krasny: The jubilee makes me feel very proud. It is great for me to see that our family-run company is managed so successfully even in the third generation. Akras by now is known in many countries and in each generation it has been an overriding goal for the management to create and maintain a solid basis so that our employees can benefit from good and secure jobs.

### **You joined the family's company back at the end of the 1950s.**

#### **How did the transformation from a trade company to a manufacturing company happen?**

Heinz Krasny: My parents started off in an office in Vienna's third district by offering additives from Europe in small quantities to Austrian customers. That was the beginning of Akras which had been set up as a trade company. We then soon started to produce extracts for the beverage industry.

At the beginning of the 60ies there were still plenty of producers of lemonades and soft drinks. For this group we mixed specific lemonades and flavour varieties from a wide range of ingredients, juices, flavours, acids, and colourants. At that time the market was asking for ready-to-use products. Akras hence took the strategic decision to develop its own flavours and we launched our own so-

called lemonade-paste: it contained a ready mix of juices, juice concentrates, and colourants. It was back then that we stopped trading and turned into a production-only company.

### **How has taste changed in general over the past decades?**

Heinz Krasny: Taste is what we perceive while eating and drinking. It is a highly emotional subject for us as humans. Of course, we have observed decisive changes in the market over the past decades. Let us take strawberry flavour, for instance. Everyone on this planet loves strawberries. When we first started producing aromas there were three, maybe four different strawberry flavours. Today there are hundreds of different grades, many more subtle nuances. Flavours we buy in supermarkets have become much more individual. This in turn has made recipes extremely complicated since at the same time requirements regarding shelf-life, creaminess, texture, and other food characteristics have also increased dramatically. Today the multitude of ingredients in a recipe also has an enormous impact on its taste.

### **In the past flavour manufacturers guarded their recipes like major family secrets. What do you think about this approach?**

Heinz Krasny: Success comes through cooperation. In the history of our company it was an essential milestone that we



## What is the taste of success?

Martin Krasny: It tastes of more.  
Heinz Krasny: Sweet.

realised early on that we needed to give our customers precise and transparent information. We began very early to inform our customers about what they were getting, about what was in our products. Back then this was not common in our industry.

### **Where does Akras stand today? What can food or drinks manufacturers expect from Akras?**

Heinz Krasny: As a partner of the global drinks and food industry today we deliver much more than just products. We share the know-how we have built over the decades. Although we also still sell standard flavours, we create and develop new products for our customers on a daily basis. Offering innovative taste concepts has become immensely important.

### **Corporate anniversaries always are occasions for taking a look into the future. How will the sale of flavours continue to develop?**

Martin Krasny: For flavour manufacturers today it is important to be able to quickly respond to trends in consumer behaviour ("trend scouting") and market bespoke products for target groups. The organisation of our R&D department is set up to achieve this goal. The impact of trends spread at high speed via social media channels is to dramatically cut product life cycles. Development starts with innovative concepts and includes even seasonal flavours or campaign-only products.

### **And what about the future production of flavours?**

Martin Krasny: Digitization is quickly taking up speed also in our industry. Today excellent IT infrastructure is indispensable for handling international orders flexibly enough and to meet extremely short delivery deadlines. At the same time data security and the retraceability of approx. 4000 raw materials must be guaranteed at any time. As a consequence flavour production today is widely automated.

### **How do you assure product quality at such high speed?**

Martin Krasny: Speed must not lead to compromises on quality. We benefit from the fact that at Akras product development, food legislation, production, and purchasing are not separated, but are all bundled in one location. At Akras an entire local team is involved in the background at every stage. Our developers take care of the creative side and make sure our customers have the free capacities needed for their core business. The times when we had an entire year for developing a product have long gone. Here in the South of Vienna we also have the perfect location and the best connections for supporting even large-scale international projects. Once again speed counts.

### **Where do you perceive opportunities for food and drinks manufacturers to distinguish and position themselves in intense competition?**

Martin Krasny: Innovation and trust in quality still are essential factors for strong brands to be amongst the frontrunners. Functionality and natural ingredients will stay leading product trends at least in Europe. The functions and origins of food ingredients will be increasingly important for consumers and that also includes flavours. The gap between discount and high-end-products is partly widening immensely. Consumer awareness is much greater for high-end-products. For the customers of these products it has become important to buy food that is as little modified as possible. These developments also include natural components defining the value such as juice, natural colorants, and much more. With our competence in natural ingredients and our transparency we pass on these added values to our customers.

### **Food legislation, the legal setting, imposes very high standards. Do you have ways and possibilities for making your customers' work easier?**

Martin Krasny: Drinks and food manufacturers are often targets of challenging new legislation in the food industry - which mostly makes sense, but sometimes also is not very clear. Just think of the much discussed ingredients such as colorants or the important topic of allergens. In order to offer our customers as much relief as possible, we proactively support them in implementing these changes which in many cases can prove to be tricky. Even more so if flavours must not be altered for our customers. This is how we use the opportunity for improvements and for setting the tracks for future product developments.

### **What is the secret recipe of your success?**

Martin Krasny: Teamwork in the company and fun at work.  
Heinz Krasny: Pulling together in the family and in the company.

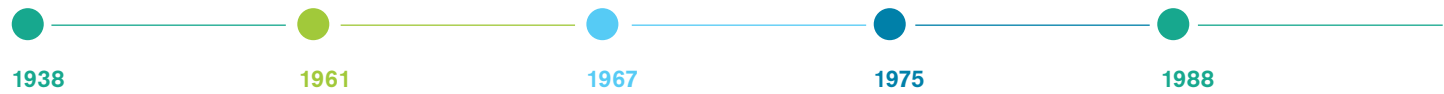
## What is the taste of love?

Martin Krasny: Vanilla and Raspberries.  
Heinz Krasny: I fully agree.





# 80 years flavoured with fascination



**1938** Anton Krasny founds the trading company Akras. The company quickly develops into an industrial enterprise and specialises in distillates, extracts, and essences for the food industry.

**1961** The brothers Peter and Heinz Krasny join the company. The great success leads to the additional purchase of an operations building in the 20<sup>th</sup> municipal district of Vienna.

**1967** Akras begins the production of beverage bases. A short time later Akras supplies the Middle East and Southern Europe with drink concentrates...

**1975** Akras continues to grow and moves the head-quarters from Vienna to Biedermannsdorf at Industriezentrum NÖ-Süd.

**1988** The company celebrates its 50<sup>th</sup> anniversary and by that time is already represented in 28 countries.



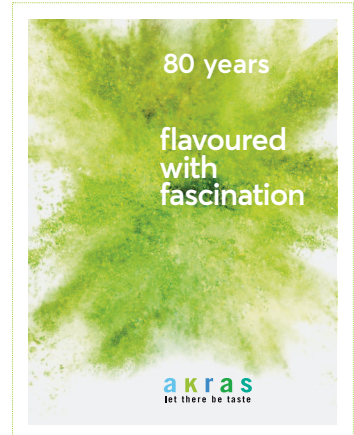
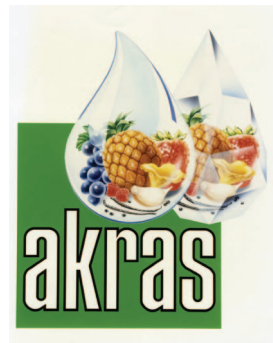
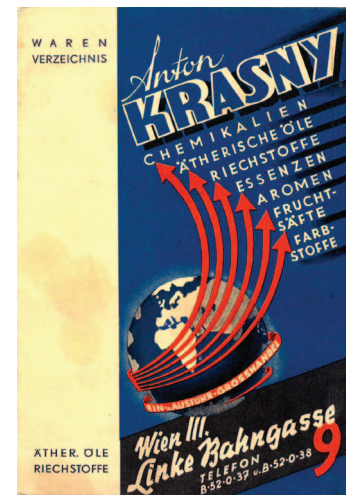
**1992** Akras expands the drying technology division and invests in state-of-the-art spray drying equipment.

**1998** The company changes its name from "Essenzenfabrik" to "Flavours AG" reflecting not only the spirit of the times but also the by now extensive international business relations. To optimise the closeness with the customers the company builds up distribution companies

**2004** Martin Krasny takes over the company management in the 3<sup>rd</sup> generation.

**2012** Akras opens a second production site in Bangalore, India, for supplies to the Asian market.

**2018** Another production site is built on the recently purchased land in the Biedermannsdorf head-quarters. This doubles the production capacity from 2019 onwards.





# It's All Nature



**80 years ago, it was the production of flavouring extracts from plants - and it still is today..**

Nature and naturalness are more trendy than ever. The argumentative fight between “nature” and “chemistry” is particularly fierce in the food industry. While the notion of “nature” generates a feeling of well-being in many people, the name “chemistry” makes them feel uncomfortable. “Natural is good and healthy, chemical is bad and unhealthy”, seems to be the prevalent opinion. In which light are flavours presented as necessary and innovative additives?

It is often forgotten that chemical compounds swarm around in nature itself. Every fruit, every herb, every seed consists of countless chemical substances. When food is prepared, it is also exposed to the most diverse chemical reactions. But the misconception that “chemical” means the opposite of “natural” is stubborn and ultimately this sheds a negative light on the food industry as a whole..

The predilection of the consumers for the most natural food production possible is undeniable however and is taken very

seriously by Akras Flavours. Still, the idea for the production of flavouring extracts from plants was the basis for the creation of the company 80 years ago.

Steadily committed to find out which parameters are most suitable to maintain the natural character of raw materials and additives, we constantly develop new products and link innovation and tradition. Nature was our model decades ago - and it still is. In recent years Akras Flavours has invested in the latest production equipment (concentration and extraction) to meet the need for natural extracts. Research projects were started in cooperation with universities to enable the efficient extraction of natural flavours at competitive prices from plant materials. Naturalness and flavours are not a contradiction but rather both equal bases for innovation.





# Quality Does Not Just Happen.



Name  
Position  
Education

With Akras since  
Favourite Flavour

Waltraud Meissl  
Quality Control  
Chemistry Laboratory  
Assistant  
1979  
None, the fascination  
resides in the changing  
trends of a flavour over  
the years



## ... that is where the experienced Akras Quality Control Team comes in



Quality standards increase continuously: high-quality products are considered a natural fact. In addition, increasing globalisation on the one hand facilitates worldwide distribution, but on the other hand brings with it new challenges in regard of quality perception.

Akras Flavours already started to implement a quality management system many years ago. "Quality" is systematically applied: from the entry of raw materials, via development and production to the end product. Firstly, this ensures the efficiency of the processes and secondly, the products can be continuously improved that way. A set strategy enables thorough analysis and quick and efficient processing in case of problems. Various certifications (ISO 9001 and 14001, HACCP, IFS Food, FAMI QS, HALAL, Kosher, Bio, ...) and related, regular audits confirm the quality management system functions well.

Quality therefore is not a coincidence, but rather the result of constant and structured work.

Mrs. Eng. Claudia Enzenhofer and Mrs. Waltraud Meissl are dealing with all the quality and product standards matters at Akras Flavours. Supported

by an experienced team, the specialists guarantee the permanent high quality of the Akras products.

### Where does quality start at Akras?

Enzenhofer: Basically by setting the testing parameters after the finalisation of a newly developed recipe. Actually often also a long time before, at the contact with the customer and the briefing on a new project. In certain circumstances legal and technical requirements, the properties of raw materials and specific properties of a product must also be considered in order to set reasonable testing parameters,

Meissl: Only after this initial process actual tests and checks can start. Of course the raw material itself is checked first. By carefully selecting raw materials and suppliers the expenses for the required tests can be reduced here. Based on detailed test plans, every batch of raw materials, semi-finished products and end products is tested and released. An essential point is also the monitoring and evaluation of the production batches and their deviations from development batches. Our production staff here



Name Claudia Enzenhofer,  
Engineer  
Position Food Technologist  
Education Federal College and  
Research Institute for  
the Chemical Industry  
Vienna  
With Akras since 2014  
Favourite Flavour Cherry



provide the most valuable indications for quality assurance.

**Which analyses are performed in-house?**

Meissl: Based on our extensive equipment we can perform almost all types of analyses - physical, chemical, chromatographic, microbiological or sensorial – in-house.

Enzenhofer: Should we reach our limits in our facilities, the analyses are outsourced to external – of course accredited - laboratories.

**Which problems or restrictions do you often encounter in your daily work tasks?**

Enzenhofer and Meissl (both laughing): There are no restrictions here.

Meissl: Together with our team we keep finding possibilities to overcome alleged limits. Or - in other words - to move the limits.

Enzenhofer: We often have to be very fast and adaptable. A shortage of raw materials or seasonal dependence require quick reactions or even more accurate checks. In many cases, the timespan between the finalisation of the development and market introduction is extremely slight.

We manage to meet those requirements with exactly defined processes and spontaneity...

**Which changes relating to quality management have you observed in the past two decades?**

Enzenhofer: The scope and number of the various quality management and certification standards have certainly changed. One can lose the overview very easily...

Meissl: Whereas we only had to meet a single standard more than twenty years ago, there now are nine, whereby every individual standard also constantly changes and develops further.

Enzenhofer: Of course our customers are also confronted with these requirements and therefore require the appropriate details and information to meet them.

**Do you see special challenges that you will have to face in future?**

Meissl: The trends in the food sector increasingly go in the direction of origin and provenience. The challenge consists in finding the appropriate raw materials, trustworthy suppliers and suitable testing methods to safeguard the required properties.

Enzenhofer: The improvement of existing quality control methods and the implementation of new ones is also a challenging task. The advancing technological development (e.g.: the analytics of enantiomers and the dynamic development in the field of preparation techniques and detection possibilities

in chromatographic methods) allows for increasingly more accurate and significant results. The quality assessment of raw materials and our own products thus becomes of increasingly greater significance.

**Would you say that the product quality is the basis for the success of Akras?**

Meissl: Of course the quality of the Akras products is a basic condition for our success, but without our colleagues and their willingness to work together as a team and to overcome all the difficulties, lasting success would undoubtedly not be possible!

Interview done in January 2018



Quality in all departments:  
Aseptic filling in production



# The Spark to the Greek Flame of Flavours

**After 106 years, Hymoemboriki is still going strong – thanks to 30 years of selling Akras flavours.**

The initial company was founded in 1911 in Konstantinopolis (Istanbul) as a small producer of carbonated soft drinks – one of many similar businesses at that time.

Mr. Kostas Theodosiadis, the grandson of the company founder, started importing and selling bottling equipment for drinks and orange and lemon oils and juice concentrates from Sicily (the translation of "Hymoemboriki" is "Juice Trade"). That business quickly became the main activity of the thriving company.

In 1972 the Theodosiadis family – like many Greek families who had been living in Istanbul, some of them for centuries – had to leave the country. The family settled in Thessaloniki in northern Greece, where they re-started their business as traders of raw materials for the drinks industry.

In 1987 one of their customers asked Mr. Theodosiadis to source a specific flavour for him to which he had been introduced by a foreign drinks producer, and that he liked very much. The producer of that flavour was Akras and it was selling like hot cakes. **It was the spark to the Greek flame of flavours.** It was also the start of a cooperation which has now been going strong for more than 30 years! Hymoemboriki soon became the exclusive agent for Akras in Greece, and now sells flavours not only for drinks, but also to producers of any types of food. "With the extensive knowledge of

Akras we managed to grow into a one-stop-shop company in the Greek food industry."

Sadly, Mr. Kostas Theodosiadis passed away a few weeks ago at the age of 94.

The company is now run by his sons Nikos and Kimis, who expanded the business geographically, covering the whole territory of Greece, and also by adding caps and closure systems to their product portfolio. The next generation of the Theodosiadis family is likely to join the company soon – Kimis' son Kostas and Nikos' daughter Maria will finish their studies of Chemistry and Food Technology this year.

So after 106 years, the main reason behind our thriving force is still the family business with long-lasting reliability and continuity. We believe that this asset is more in demand in the food industry than ever. We are looking forward to the next 30 years and even more successful cooperation!

# The Early Pioneer in the Middle East

**Interview with Mr. Michel Francis, founder of CCA (Continental Commercial Agencies), Lebanon**

**Mr. Francis, knowing the Middle East now for more than 70 years in business, can you remember the initial steps with Akras Flavours?**

The story began back in 1967, as an Austrian businessman introduced me to the Akras family business. At that time the Middle East was not the most stable region of the world. Apart from politics, communication, traffic and transportation were not at all organised. Fortunately, this didn't discourage Austrian companies to get involved in Middle East business. The first meeting took place in the Viennese factory (long before moving to Biedermannsdorf) with Mrs. Margaretha Krasny and Mr. Anton Krasny, the founders of the company. They explained to me the world of flavourings and the commercial success soft drinks had during these years in Europe. Why shouldn't that work in the Arab world too? Knowing the Arab food habits I was not fully convinced in the first place, but promised to give it a try. Carbonated soft drinks were totally new to this part of the world. In other words, I grabbed a couple of well prepared samples of Cola and Orange lemonades and we made our first trip, which was terribly successful. The rise of soft drinks began ...

**What was the first common product?**

We started with Cola. In the Middle East, Cola was the major drink. The owners of two companies decided to switch from Coca Cola to Akras Cola given the political circumstances. It was successful and we could proof that Austrians can produce excellent Cola concentrates. That was a big opener and breakthrough. Soon we opened two letters of credits – one for Qatar, one for Dubai. I was really happy that day.

**What would you say is unique about your partnership and how important is the personal contact to you?**

Personal contact is most important in the Middle East. I think, this has not changed much over the last decades. My good friendship with Mr. Peter Krasny was unique. We always flew together, we went everywhere together. He was a very good engineer and technician. He was in production – he understood the machines and I had the good contacts. We were a really good combination – and we were the first company which could offer both competences. I can remember how we stood in factories and worked with our bare hands to get the filling line moving. It was dusty and stressful. Looking back from today, it was worth it. Of course, personal contact is important – we met once or twice a month. We grew together from a small company to success – and we are still working together.

**Why do your customers select you over your competitors?**

It would be easy to just say "... because of the good service and the good quality of the products we are given priority". In our markets we have to understand the local demands and problems more carefully than in globalised markets like Europe. The situation in troublesome areas like the Middle East may change quickly even several times a year. We could adapt our strategy and the products more quickly than others. That was a key advantage.

Finally, if the quality is very good, the price acceptable and the service excellent the deal is done, not only in the Middle East.



Mr. Francis 1969 with one of the first clients after successful production



# A Profession for All Senses



**For sensory analysts it's not only the taste that counts. They also evaluate food products on consistency, appearance and smell. That's why their sensory experience significantly influences the development of new food products... and also how well they are received by the consumers.**

Assoc.Prof. Dipl.-Eng. Dr.techn.  
Barbara Siegmund

#### Education

Study of Technical Chemistry at the TU Graz,  
Doctorate in Food Chemistry

#### Profession

Professor at the TU Graz, Institute of Analytical Chemistry and Food Chemistry

[www.tugraz.at/institute/acfc](http://www.tugraz.at/institute/acfc)

Head of the Sensory Technology Network

Austria

[www.snoe.at](http://www.snoe.at)

#### Favourite Flavours

the wonderful diversity of citrus scents

The flavour of food and many day-to-day products defines our behaviour in daily life in many aspects. We buy and consume food that we enjoy often; we don't consume a product of which we dislike the smell and taste, even if it would be recommended from a nutritional-physiological viewpoint. The flavour of many food products reminds us of nice experiences and puts us in a good mood when we remember our latest holiday ... Flavours accompany us throughout the day and also direct our behaviour in a certain way.

The confrontation with the flavour of food products is nothing new. The addition of (nice) smelling substances to food products is known since the beginning of human history. The first indications can already be found in the Gilgamesh-Epic (approx. 3 200 BC),

in which the use of cedar wood oil as food flavouring is described. The use of various fragrant plant extracts as scents (e.g. violet or rose, but also herbs like marjoram or thyme) has been described since Antiquity. The sensory evaluation of food products by using human senses has been performed by humanity for many decades. The sensory properties of many food products change during the deterioration process, and are often experienced as unpleasant. Therefore we refrain from consuming rotten food.

The systematic analysis of flavouring agents admittedly started visibly later the first active sensory compounds were synthesised in the first half of the 19th century. The synthesis of benzaldehyde - a major flavouring agent of bitter almond - was performed by chemists in 1830 and was identified as an important compo-

nent of the bitter almond flavour shortly thereafter. With the further development of the analysis methods - the development of the gas chromatography around 1950 was a milestone - the knowledge of flavouring agents grew in parallel with the state of knowledge in organic chemistry. The systematic evaluation of the sensorial properties of food products was also described for the first time in the early 20th century - with the start of industrial food production, professional tasters were employed to guarantee appealing product quality.

It is interesting to note that the milk industry played a pioneering role here. The work in flavouring agents research has fundamentally changed since the beginning of this interdisciplinary branch of science. For example, today nobody would come





Despite highly sensitive analysis devices the final evaluation of flavours is still performed by humans. Only our five senses make it possible to establish whether there is an active smell or taste compound, and whether a food product shows up the wrong flavours.



up with the idea to taste newly discovered substances without prior toxicology assessment. Such restrictions did not exist in the past - how else would we know e.g. that strychnine has a bitter taste?

In the current state of knowledge more than 10 000 different substances are described in literature that contribute to the value of food flavours. The flavour of a food product usually consists of several hundred volatile compounds. In very few cases the flavour that we experience is characterised by a single compound - mostly it is a multitude of compounds that form the smell of a food product through their interaction. What we describe in German as the "aroma of food products" widely exceeds the smell impression however. When we consume food we also observe the taste of the product, in addition to the smell ("is it sour?", "does it taste sweet?"), as well as further effects such as sharp, cool or metallic impressions, that are described as trigeminal stimuli and the feeling in the mouth ("Is the food creamy or grainy?"). In English, there is a word that summarises all those impressions - all the different sensorial perceptions are described as the "flavour" of a food product. The analysis of active taste substances, of compounds, that trigger trigeminal stimuli and those responsible for the creation of the feeling in the mouth, is just as complex as the analysis of the active smell compounds. To understand the "flavour" of a food product, it is necessary to know all the processes behind it.

The formation of sensory active compounds can occur in biological processes (e.g. in the course of fruit ripening or during fermentation), but also in the course of the processing of raw materials into an end product (e.g. during roasting, frying

or baking). The best known example is surely the wonderful flavour of coffee, that is first created in the course of the roasting process.

The work of a flavouring agent chemist only consists of disassembling these complex mixes of substances in the individual substances, identifying and quantifying individual compounds, and evaluating their sensory activity. The human senses play a great role here - only our senses can determine whether (i) a compound is sensory-active, (ii) which sensory impressions are triggered by a compound and (iii) which quantities are necessary to be able to perceive the compound at sensory level.

Instrumental flavouring agents analysis with the application of gas chromatography has been performed since the mid 20th century - the past years in particular saw significant further developments of the analysis devices, that provide a clearly increased detection sensitivity and therefore access to many (incl. new) compounds in extremely tiny concentrations. Modern bio-analytical analysis techniques have further enabled, for barely three decades, to identify and describe receptors in the human body. Overall, they enable a completely new understanding of sensory perception at molecular level.

Despite new and highly sensitive analysis devices, humans, with their five senses, take the central role in the evaluation of the flavour of a food product. Only with our human senses can we establish whether a compound is smell- or taste-active, whether a food product has a wrong flavour and how we perceive the flavour of a food product - these statements cannot be taken over by any machine to this day.



The complexity of reproducible flavours grew jointly with the development of modern analysis methods. More than 10 000 different substances are currently described in the literature.

When it comes to establishing whether a newly developed product meets the ideas of the consumers, working with humans is still essential. To establish which special sensory properties a food product has, we perform tests with specially trained assessors in the sensory laboratory under standardised conditions. These assessors must learn to describe their impressions accurately and as objectively as possible; whether they personally accept a product or not is of secondary importance for this analytical observation.

Consumers - so-called sensory laypersons - are asked about their subjective impressions of food products, to establish whether product developers have done a good job and the product tastes nice too.

The analysis of food flavours is an extremely exciting activity, irrespective of the methods applied. Smell and taste are not just interesting from a scientific viewpoint however. I can only recommend to not only go through life with open eyes but also with an "open nose" - flavours

enhance our life and make it clearly more varied.

Many congratulations to Akras for the 80th company anniversary! A strong passion for flavours is the driving force behind this successful company. I am extremely pleased that an Austrian company is a player in the global market of this sector and I wish them many more successful years!

Assoc.Prof. Dipl.-Eng. Dr.techn.  
Barbara Siegmund





# Flavours Are Glamorous



A workplace with lots of taste.

We talk to the Management Team:

**Christoph Wende-Römer (Purchases), Marion Winter (R & D), Michael Kronsteiner (Sales) and Walter Szauer (Production) about current opportunities and challenges in the flavour industry and also about what the future has in store..**

## What do you like about flavours?

Kronsteiner: Who else has the chance to use their sense of taste in their profession? We can taste and smell our products. That's great and I like it.

Winter: Flavours are glamorous. I still remember vividly when I started working with Akras 15 years ago and I created my first flavour based on a specific recipe. At the time there was a row of bottles - all brown, all closed. When you opened them they all smelled completely different. It was very hard for me as a beginner to classify them. A few had a particular identification factor, like the flavour of butter for example, but most of them were intense, exciting, hard to describe, impossible to define. After combining all the individual components according to the recipe, I was surprised with the flavour of real cooked maize. That was really exciting!

You also see the results of your work in the supermarket, you can buy the products.

Wende: After many years with Akras I like the changed perception of the production of the most diverse flavours and also how present flavours are in the day-to-day food products. Without flavours our world would be quite boring and considerably less tasty.

Szauer: Flavouring agents highlight the diversity of every single food product - they are an extremely interesting work medium.

## What is the greatest challenge to the flavouring industry in your opinion?

Szauer: In production, definitely the multitude of products that we have. We have a huge assortment that grows almost daily. Producing efficiently despite diversity is a real challenge!!

Kronsteiner: Yes, combining quality and profitability - and not only in production. More and more naturalness is demanded from us, fewer additives with the same quality and at the same product price.

Winter: Overall, the sector is more active at global level which means progress when it comes to safety. The gap between global mass-produced products - and partly even premium brands - and those manufactured on the regional level becomes increasingly wider..

Wende: That requires great flexibility from us, because we have to target premium customers on the one hand, but on the other also private label customers, who are rather more price-conscious. Obviously without damaging our ethical standards and core values in the process. There are therefore raw materials that we absolutely cannot accept.

## How much do trends define your daily work?

Kronsteiner: A lot - in all areas. Trends make the market fast-moving, it changes constantly. But there are also the so-called "mega trends" such as naturalness, regionality, transparency, local fruit or clean labelling. All departments are

Name Marion Winter, Ph.D.  
 Position Head of Research & Development  
 Education Ph.D. in Biochemistry  
 With Akras since 2000 (interrupted from 2005-2010)  
 Favourite Flavours Children's flavours (e.g. Candyfloss), Strawberries, Flowers...



Name Christoph Wende-Römer,  
 Graduate Engineer  
 Position Head of Purchases / Assignments in the field of waste water, waste and environment  
 Education Graduate Engineer in Chemical Technology  
 With Akras since 2005  
 Favourite Flavours Vanilla and Ginger



Name Walter Szauer  
 Position Head of Production  
 Education Dairy Specialist, Dairy and Cheese Master, Wine Producer, Drinks Industry Master  
 With Akras since 1989  
 Favourite Flavours Herbs, Elderberry, Raspberry



Name Michael Kronsteiner,  
 Graduate Engineer  
 Position National Sales Manager  
 General Manager  
 Education Food and Biotechnology Studies, University of Natural Resources and Life Sciences Vienna; Graduate to College for International Trade  
 With Akras since 2003  
 Favourite Flavour: Cola



constantly required to solve development, food regulation, technical laboratory and logistics questions. We must always be up-to-date and flexible. The trick is to always be a little more innovative and faster than the competition, because the market is highly competitive.

Winter: We try to identify new trends and taste directions early. Many of our products do not only directly reflect customer needs, but already meet future requirements. An example would be E-number free clouding agents. That ensures that our developments are ready when trends hit the market.

Wende: Some raw materials must often be developed with suppliers and are very time consuming, in particular for revolutionary trends. A lot of research and testing work is needed to find the appropriate suppliers for specific raw materials.

Szauer: Of course, we have to react particularly swiftly and often seasonally to trends in the food sector. This also leads to a multitude of flavours that we often only produce seasonally. On an annual average, productions that we implement over a longer period clearly prevail

however.

Winter: That's great, because we grow together with our customers. This development is generated by ourselves, it's not an imposed growth.

Wende: It also is a characteristic of a family company that sustainability is valued.

**Your fields of activity are extremely different. Do you have a lot to do with each other in your day-to-day work?**

Szauer: Everyone communicates with everyone, although our fields are different. We work towards the same goal, which is why at the end of the day the communication between sales, purchases, production and laboratory is particularly important.

Winter: One of the advantages of Akras is that we have very short routes.

Wende: Yes, information share is very quick, direct and straightforward. The hierarchy is very flat, transparent and efficient.

**Are there plans for the future that you are looking forward to?**

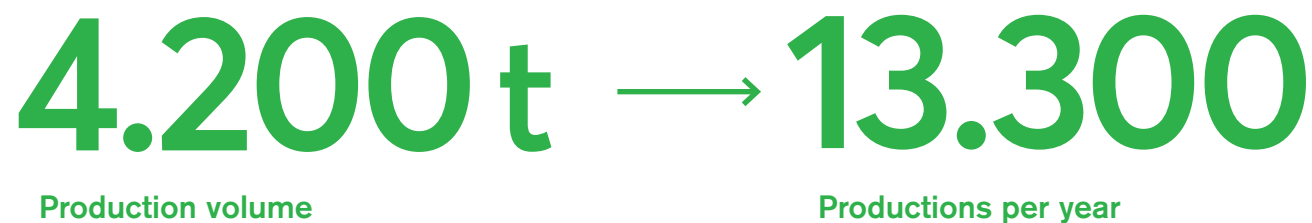
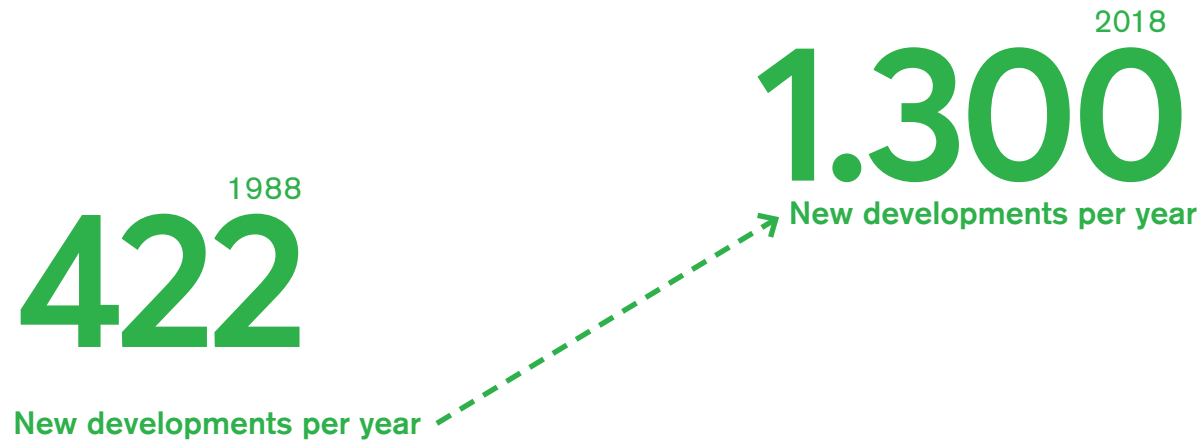
Szauer: Yes, especially the expansion, the new construction of the production hall in 2019 and of course the continued modernisation of the technical installation.

Kronsteiner: The expansion of the capacities: the new production hall and the space or elbowroom it creates.

Winter: New fruits and specialties brought from other countries by our sales colleagues, which we are „allowed“ to analyze are always exciting (laughs).

Interview done in February 2018





**15.000m<sup>2</sup>**

Company premises in Biedermannsdorf

**+5.000m<sup>2</sup>**

have been purchased to build a new production hall in 2019.

**1000**

Customers

Akras currently supplies around 1000 active customers

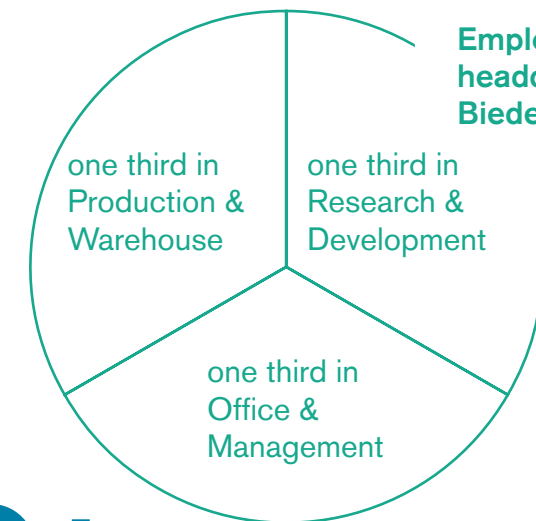
**7%**

Research rate

Akras invests twice as much in Research & Development than the average of Austrian companies.

**116**

Employees work at the headquarters in Biedermannsdorf, Austria



As a family-run company Akras values a stress-free break and therefore offers its employees a daily choice of three different set meals for free. This lunch routine was introduced as far back as in 1975, at the move of the company to Biedermannsdorf...

# How Does Innovation Taste?



**Paraguay tea, algae mix or chia seeds drink: at Akras modern lifestyle products are not just produced - trends are generated here from the concept to the market-ready product.**

**Michael Grossmann wrote one of those success stories with his protein soda "Zeus".**

**We met the smart start-up founder at a tasting session with the Akras employee Florian Vouk and asked them for an insight in their cooperation.**

in the picture on the left  
**Florian Vouk, MSc.**  
Area Sales Manager Akras

Besides his daily job routine the sporty customer advisor attends trade fairs, creates a department for market research with colleagues and focuses on detecting international trends. He describes the taste of success as "sweet sour". Home tastes "good" and love "sweet" to him.

**M. Grossmann, what brings you to Akras today?**

Grossmann: We are already tasting the summer edition 2018\*, because you always have to plan ahead in the market and be quicker than others.

**Where do the suggestions for new taste directions come from?**

Grossmann: We develop new flavours as a 3-strong team. That means: We at Zeus say what we are thinking of and Lukas Demel (Research & Development), our "Miraculix" and Florian Vouk add their knowledge. The input of market professionals with market insight is very valuable for our product: What does the competition do? Which innovations are there at international level? Which composition of contents does work well? We decide and coordinate the taste together on that basis.

After sales of 1.3 Mio cans we also include customers' feedback in the development. At least 30, 40 direct messages reach us every day through channels like Instagram or Facebook, that of course are not always positive - the most honest market research for me. We take that feedback seriously, to continuously keep our recipes up-to-date or to implement new taste trends. In the background someone who can keep up with that pace is required. The cooperation with Akras is really unique in the established constellation.

in the picture on the right  
**Michael Grossmann**  
Start-up Founder

The erudite fitness coach noticed the lack of alternatives to protein shakes during his eleven years of professional practice. That's why he started the "Zeus" adventure, without experience in the sector. After some two years development work the Gänserndorf-born 27 year-old made the leap onto the shelves of the local food merchants with his protein soda. Initial help - besides Akras - also came from the Pulse 4 show "2 Minuten 2 Millionen", in which high investment sums were reached..

As a customer you notice that the communication and processes between the departments work well. This is also a reason why we are so successful. It should really be said that Akras looks for individual solutions and does not just present standard ones. Every query is dealt with, even now during our current co-operation. These could be a logistics problem that arises at short notice, or sample cans that must be dispatched quickly. I have heard a "no" only rarely.

**And vice versa: have you already had to say no to a suggested flavour?**

Grossmann (smiles, looking at Florian Vouk): Yes, sure. Of course that happened too. Raspberry-lemongrass for example was not to my taste.

Vouk (smiles too. These two get on well together and clearly share funny memories):

Of course we try to already sort out directions that don't taste nice before the presentation, but taste remains subjective. "Zeus" protein soda is also very complex - many ingredients, that react with each other and behave differently depending on the combination. For example: you expect passion fruit to taste nice. But combined with the other ingredients it would not be the case. We experience such surprises despite decades of experience - in particular when developing new product categories. That's why we test, experiment and try innovations in-house





#### Facts

Founded:	December 2016
Market entry:	April 2017, at Hofer
First production:	8.000 cans (minimum bottling volume)
Sold so far:	1,3 Mio. cans
Currently:	8.000 cans/week
Listed with:	Hofer, Merkur, Billa
Media volume 2017:	in total 750.000 €
Employees:	4

until we achieve the desired result! The quality of the raw materials also influences the end result significantly. Therefore we test the raw materials of our suppliers countless times, to know their properties and to guarantee quality accordingly.

#### Which adjustments were applied for “Zeus” so far?

Grossmann: There is a world of difference between the product of three years ago and the current one. The composition of the ingredients became more extensive too – behind this stands huge development work.

Vouk: Both the taste and the vitamin content were adjusted continuously. Which quantity of vitamins, protein source, minerals and amino-acids do we use? These are many factors that are not even visible to the end consumers.

Grossmann: Updates are important to us - and also that they can be communicated to the public. Both Florian (Vouk) and Lukas (Demel) are sportsmen themselves. Our mutual claim on “Zeus” is therefore not merely superficial: we want the best for the product and our target group! That also makes the agreement on new product features very easy.

#### M. Vouk, let’s talk about the beginnings of “Zeus”. How does a new, innovative product originate?

Vouk: Basically, innovations are initiated from different sides. We either offer our customers something new, or the request comes from established companies. That a completely new product category was developed at the request of a sector-inexperienced start-up is quite rare, however - approx. three to five projects a year. A lot is already available. A few years ago we managed the leap into the trade with Friya, the basil seeds drink. That project was also very exciting and required intensive development.

#### M. Grossmann, did you plan the

#### production with Akras from the start?

Grossmann (grins): As a beginner you don’t plan a lot, to be honest. Actually, there only was the idea, but no notions on how to implement it. As it happens, one of my coaching clients was a big customer of Akras at the same time. Through his recommendation and contact a first meeting with Florian (Vouk) took place at the fitness studio shortly afterwards. He subsequently looked into the possibilities for implementation and delivered a virtually completed concept a few months later. Besides the taste and contents balance, Akras also dealt with the logistic questions: where would we source the cans from? Which quantity is required for a first production? And other production details.

Vouk: Bottlers usually are not interested in minimal productions. As a founder you have to eat humble pie at the beginning. The Starzinger company assisted us much here. With such support, we try to build up our customer base from the start, guide them to grow together with them. Being involved in that development is very fulfilling. With 1 000 projects to complete on average every year, we check every request very thoroughly and weigh up its potential: Will the product be successful in the market? Is a sound business plan in place? Moreover, we point out possible risks to inexperienced entrepreneurs. Because, contrary to what many think, the product alone is not enough to guarantee successful sales. The marketing strategy, distribution and a lot more must be right.

#### Do you celebrate the first marketable can that leaves the bottling plant together too after such close cooperation?

Grossmann: Actually ... no. But it would be appropriate really! (Michael Grossmann looks at Florian Vouk. They both laugh and promise to make up for it.)

Vouk: The feeling of working together on an idea that step by step becomes

established in the market is quite special. I don’t think most of how much we have earned from the customers - it actually is about the joy of seeing the cans in the shops. We have done that together! And now it’s in the shop!

#### Surely there were also fears about the creation of the start-up?

Grossmann: The production step was major - with a minimum bottling quantity of 8 000 cans. You then stand in front of two Euro pallets of 1m40 high, and you think: you will have to drink them all yourself, if no-one likes it! The investment amount - small by comparison - represents a big initial risk for a start-up. You can’t really call it fear however - rather uncertainty or obstacles. Overall we kept making mistakes, but fortunately we have also learnt from them. Such learning is part and parcel of it and is important for real innovation.

**Many thanks for the interview and you, M. Grossmann also for the positive feedback. We wish you lots of success!**

\* Interview done in January 2018



# Flavour Research – a Glimpse of the Future

## Consumer trends and increasing demands on the finished food products define the developments and innovations in the flavour industry

Driven by the lasting mega trends of naturalness, origin and health, the consumers look for authenticity and safety in products: the closer to freshly prepared food, the more they are in demand. People pay attention to responsible nutrition, focused on reduced quantities of sugar, but also fat, salt, allergens and any type of additives - without wanting to compromise on taste. The wish for reduced sugars in particular (for example supported by the introduction of sugar taxes in Great Britain or the "Eatwell Guide - how to achieve a balanced diet") challenges the food industry.

In addition to the requirements resulting from consumer trends, the products must be as non-perishable, stable and

universal in use as possible. Distribution has become global. The fundamental pre-requisite is that they are tasty of course. Thanks to innovative marketing ideas and advanced analysis, the range of flavouring agents and mixes has become extremely broad in the past decades - the rarest tastes and smells have found their way onto the supermarket shelves and are met with demand accordingly. The consumer "eats" global too.

Over the next years, the development of the new application technologies and the availability of innovative comprehensive concepts will keep the flavour industry more busy than the research into new taste molecules. Swift implementation and trend scouting decide on the success of new creations. The flavour formulas must be updated on time to ensure that they correspond to the consumer trends. The application comes to the fore. The challenge we must meet in future is to produce the proper taste for a specific application in the safest and most natural way possible.

Can the shelf life of the flavour be extended? How are "off-flavours" best avoided? Can the stability be

increased? How can the real taste and flavour profile of the original source be optimally captured and the efficiency be increased?

A further focus is the optimal flavour release. Is it possible to steer and regulate the flavour release and thus extend the taste experience?

In recent years amazing progress was noted above all in the field of encapsulation technologies: whether spray dried, spray agglomerated, granulated or spray coated - valuable solutions for the most diverse flavour systems already exist. Still there is still potential for development, above all regarding the charging and stability of the capsules.

Creativity and innovation know no limits – science is challenged and the future of flavour research remains exciting!



AKRAS Flavours has been successfully working on the most diverse types of flavour encapsulation..



**Pulverized products:**  
Depending on the requirement profile of products, the most diverse processes are applied.



# From Village to Vienna

Everyone wants to become a better version of oneself. I was also one of them, continuously driving myself to gain better knowledge in my profession. So I started to think about an overseas job – I was convinced that Europe is the best destination in regard of technological progress!

Born in a small village in India, my experience with Akras, situated near Vienna, Austria enlightened my life. Hence the title of my article is “from Village to Vienna”.

Few personalities inspired me like Dr. A.P.J Abdul Kalam for knowledge, Mother Theresa for social work and Swami Vivekanda for leading life and the great poet Bharathi for self-confidence.

It was one of the casual discussions with one of my friends, who told me about the free post of a flavourist in Austria and gave me the contact details of Dr. Martin Krasny. Google helped me to get to know more about Austria as well as about Akras and I was wondering how a nation with so much of blissful lush green and flowerful nature can have that much of industrial activity! Knowing more about

the country, I was very excited to apply for the job.

In 2007 I received a call from Dr. Martin Krasny! I had a preliminary discussion and planned to attend the interview. I started my journey to Akras, Austria in 2007 and stayed there for 3 days. I still remember the projects of tastes like rambutan, lychee and fresh milk. When Dr. Martin Krasny asked me to work for Akras in Austria, I immediately replied that I feel like being in heaven and I said that I am excited to become a part of Akras family ... Being a native Indian I asked myself: “Who would say no to the country, which we have seen only in Bollywood movies?”

As usual, Indian bureaucracy delayed my relocation for a few months and tested my patience. I worried about my future. I still remember the pain I have gone through to document the work and get it certified along with hectic travel between India and Indonesia for my previous company.

In February 2008, I moved alone to Austria. A different continent and a different language meant that initially it was a fearful moment.



Profile Name	Baskaran Parameswaran MSc, MBA
Education	Master Degree in Chemistry and Marketing
Position/Job	Managing Director Akras India
With Akras since	2007
Favourite Flavour	Butter



My wife supported me morally during these turbulent days from far away. Also the warm welcome and greetings from the Austrians made me soon feel comfortable. Each and every step of life settlement in Austria was completely guided by Akras colleagues. What a great team work! After some initial hiccups for the visa for my wife and my 1 ½ year old son Sanath, my family could join me.

Being a Jain by religion and strict vegetarian, it was a very tough time for me to understand the dynamics of the taste of different kinds of meat. Analytical tools gave me a lot of insight into the ingredients and helped me to overcome the situation at least from the scientific point of view.

Though far away from my motherland, internet, radio and media connected me with my country and made me feel comfortable. On the other hand, I used to discuss a lot about my religion and Indian culture with my colleagues and neighbours in Austria. I felt like an Indian cultural ambassador in Austria.

I was pleasantly surprised by the family welfare schemes, government function and appreciation of the human life in Austria.

One of my biggest challenges is Austria was driving on the "right" side. Everyone of my colleagues was very eager that I get my driving license. I still remember my days with a local driving school, Mr. Stephen Bertalan, Mr. Simon Frueauff and Dr. Martin. Everyone taught me the car driving in Europe. What a mess! It took me ages to complete the course after test driving on the company site.

Various projects from different continents challenged my creative bent for flavours.

Each and every different project gave me an insight about the culture, food habits and the history of various countries. These experiences made me feel like a global flavourist.

After some years Goddess Lakshmi invaded in our family. Yes, we were blessed with a baby girl. During the pregnancy period and post delivery, we have realized how much a country can give importance for a baby and it's mother.

My entrepreneurial thoughts used to pop up in my mind and triggered me to move back to India to start on my own. I have expressed my interest moving back to India to Dr. Martin Krasny and he agreed. During my notice period we used to have many discussions on flavours and natural extract market potential in India. We planned to work together and to form a Joint Venture company. So the idea of Akras India was born!

The first year was very tough. Every move was very calculative during our incorporation time in India. We had an intense tour in the Indian market. Each and every step was personally monitored by Dr. Krasny and me. I still remember the days, when I was the one man army in Akras India: I purchased the ingredients, blended the samples, I packed and delivered them to the customers. I even cleaned the lab and prepared coffee for my visitors. Gone were these days! Now I feel very happy – it was like being a mother, who sees her baby starting to crawl and walk after the pregnancy and delivery pain.

I should thank my wife, who joined with me Akras India to take care of my employees and manage the company.

Behind every successful man stands a strong woman – but I would say my wife is not behind, she is next to me!

Steadily we received positive feedback from our customers. Normally many Indian companies deploy sales force with pure marketing knowledge. We were a real family business. The moment we had more customers, we slowly started to employ more people. It is a great pleasure to see our employees with chattering and laughing during the working hours. Nothing gives more happiness than to start with an empty building that is now full of people.

We equipped ourselves with technical know-how and learned about the customer requirements directly from the R&D team. It helped us. We have responded to the customer requests fast and accurately. Normally technical driven marketing will give quicker results than pure marketing.

After 4 years of intensive work we became a prideful part of the Indian food industry.

We received many wins from milk producers and I am proud to say that 8 million school children have drunk our flavoured milk for 3 days in a week in their mid day meal program.

My 21 years of expertise in flavour industry and familiarity in the food industry circle helped me to boost the flavour sales with top companies.

Now we are marketing our products and services as a food solution provider to many medium and big scale food industries rather than just selling the flavours.

After these growth years we are now entering a new dimension in expansion. We have bought more than 1 hectare of land to build a new flavour creation and production facility near Bangalore in India. We are planning state of the art creative and application laboratories. It will be a bigger platform for us to test and sharpen our innovative skills to linger the Indian taste buds. It will be the production hub for the Asian and African market as well.

I feel so fortunate to work with the Akras team and that I thoroughly enjoy myself. My Akras colleagues are a big part of my entrepreneurial career. Their enthusiasm and support give me immense pleasure and energy to work every day.

One might ask me if I regret having left Austria?  
During my stay in Austria, I never felt that I am an Alien, because we felt like being in a motherland with care. Yes, I still regret for moving back to India. I am missing my peaceful, safe family life in Austria. It was the golden period of my lifetime. But I will chew the blooming thoughts ...and luckily I took Akras with me.



Akras India Team



Baskaran Parameswaran with his wife Padmashoba, his son Sanath Chandran and his daughter Samyuktha



# Vanilla: The World Tour of a Flavour

The story behind a flavour's origins.

Many customers ask about the development and the story behind the origins of an Akras flavour. Vanilla probably is the flavour whose origin can be best explained. Vanilla ice cream after all is frequently elected the world's favourite ice cream flavour - although the typical taste experience varies strongly from country to country: "Vanilla is not the same as vanilla".

Bourbon vanilla represents some 75 percent of the global harvesting volume of vanilla pods. It grows on Madagascar, Reunion, Mauritius, the Seychelles, and the Comoro islands. Other vanilla varieties come from Tahiti, the West Indies, Mexico, and Indonesia. The demand for vanilla exceeds the harvesting volume of the pods many times over. It is therefore logical that trials were conducted early on to obtain the major flavouring component - vanillin - in other ways. Irrespective of the production method chosen (from the vanilla pod, through fermentation of other plant sources or synthetically), the journey of the vanilla flavour starts in the vanilla cultivation countries: the example of nature must first be analysed. Samples are extracted and prepared accordingly for that purpose. Through state-of-the-art separation processes the various building stones are divided into their individual components. Highly qualified sensory analysts interpret the results and build up the result from raw materials that show

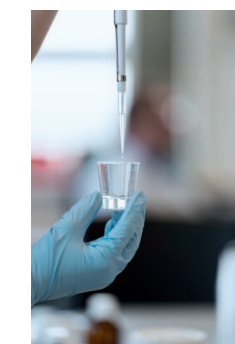


1 Vanilla pods and vanilla products in the most diverse countries are used as the starting point to find the right vanilla taste.

2 Division into individual components through experience, competence and precise analysis.



3 New composition and processing in the laboratory depending on the desired application and geographical preferences.



4 Fully automated mixing installations and state-of-the-art production equipment enable production on an industrial scale.



5 Packaging and shipping: the journey continues...

similar sensory properties. Finally, the noses of the sensory analysts check the result.

Before the product is tested for stability and suitability in the application, the sensory analyst investigates whether the sensory profile will sell in the target market. Market tests and panel tests are organised with often surprising results (for vanilla too).

Vanilla has changed several times during its world travels: the original vanilla has a clearly defined taste, but their expectations differ from country to country. While the European taste buds, for example, love the intense and harmonious Bourbon vanilla, a milkier, softer, or even a floral-tangy flavour is preferred elsewhere. Although the flavour decidedly contributes to the total impression of the finished product, its share in the volume is very slight. The properties, quantities, and, of course, the quality of the other ingredients, as well as their appropriate use, are ultimately

decisive for the taste experience. Coming back to the example of vanilla ice cream: the geographical preferences depend on the fat content in the ice cream and thus in particular on the "mouth feeling".

A carefully trained, experienced sensory team well versed in local taste is therefore essential in the development of the "right" flavour for a specific country and a specific area of application! Once finally selected, it is fixed, and the formula is automatically mixed, checked, and specified.

The trip around the world continues: freshly produced to order, the products are securely packaged and shipped to more than 35 countries.

Thanks  
to our customers for

80 years flavoured  
with fascination

Some long-standing  
customers about Akras...

About AKRAS as supplier  
I can say: Always Kind,  
Representative And Specific  
About AKRAS flavours:  
Always Kind Refreshment,  
Authentic Sensations

Mladen Zebec, Head of Product Development  
CEDEVITA  
Croatia

A competent and reliable  
partner at our side for  
decades.

Franz Kampel, Purchase/Controlling  
SALZBURG SCHOKOLADE GMBH  
Austria

Successful entrepreneurship  
is an art, staying successful  
all the more, the success for  
the last 80 years is respect-  
ful. I wish the Akras team  
success for all the following  
years which will come.

Remco Kranendonk, Product Development  
NORA BANKETBAKKERIJ  
Netherlands

We have been working with  
Akras since 2009. Good  
business relations and  
problem-free delivery of  
quality products are the result  
of our long cooperation.

Marián Žáček, Head of Production  
NEALKO ORAVAN  
Slovakia

A reliable partner for forty  
years!

Thank you.

Edmond Gharios, CEO  
LIBAN-JUS  
Lebanon

We are buying from the  
company AKRAS Flavours  
since more than 10 years and  
we are very satisfied with this  
cooperation. It is at a very  
good level.

We appreciate the reliability  
and the ability to deliver  
quality products.

Eng. Vit Jaitner  
Purchasing Manager  
HAME  
Czech Republic

Our cooperation with  
Akras has always been  
characterised by a great  
partnership. We value the  
skills of the employees and  
trust in the high quality of the  
products.

Daniela Tokos, Head of Quality  
DICO GETRÄNKEINDUSTRIE GMBH  
Germany

AQUALIFE Group of  
companies would like to  
say thank you to the AKRAS  
team for the high quality  
of flavours, service and  
technological support. We  
would like to express a  
special acknowledgement for  
organization and conduction  
of the seminars for the  
specialists in the field of soft  
drinks production. We hope  
for further partnership and  
cooperation with you.

Natalia Petrushina  
Technologist, Chief Technologist Office  
COMPANIES, LLC CHERNOGOLOVKA  
Russian Federation

A few years have passed  
since my first contact with  
Akras in 2002 and the first raw  
material order in 2004, but our  
cooperation is still very good,  
correct and successful.

Alenka Bučuk, Head of Development/ Soft drinks  
DROGA KOLINSKA D.D.  
Slovenia

We have been dealing with  
Akras since 1980 and we only  
can say a partner you can  
depend on.

Mohamed M.Gaafar  
GOFAR ICE & MINERAL WATER FACTORY  
Sudan

I had the honor to know and  
to work with Akras, and the  
owner Dr. Martin Krasny. I  
started working with Akras  
in 2014 and I hope that our  
partnership and our work will  
continue forever. When I visit  
Akras every year I find a  
welcome and attention.  
I thank Akras and all the staff  
for their interest. I am grateful  
to them in particular, I thank  
Mr. Ammar Abdin for his  
interest.

Mohammed Salih AL Sammarraie,  
Managing Director  
ALMADINA SOFT DRINK  
Iraq

Akras has always been  
reactive and supportive with  
our demands, always willing  
to meet our requirements and  
to collaborate with us.

Marine Benincasa (R&D),  
Anne Vandevor (Material supply)  
SPRL GODIVA BELGIUM bvba  
Belgium

Company Bobimex TM,  
LLC has been working with  
Akras Russia for more than  
8 years. We would like to  
say a heartfelt thank you for  
professional and attentive  
attitude to your partners.  
During this time, we have had  
a variety of projects and the  
vigorous and professional  
Akras team has always  
come to the aid. We hope for  
the further partnership and  
cooperation with you.

Elena Varypaeva  
Head of QC department  
BOBIMEX TM, LLC  
Russian Federation

Company Kofola (formerly  
Santa Beverages) started to  
work with Akras for about  
20 years ago, when (with  
thanks) Akras introduced Joes  
lemonades into the Czech  
market.

In twenty years, both  
companies have changed;  
have grown – the market has  
also changed dramatically, yet  
we remain trusted partners  
and we will cooperate further.

Dr. Pravda  
Head of Quality and Development  
KOFOLA  
Czech Republic

Congratulations Akras 80<sup>th</sup>  
anniversary! Keep up the  
good work!

Mr. Hong, S. W., Purchasing Team  
LOTTE FOODS CO.,LTD  
Korea



Company MPBK Ochakovo,  
JSC expresses gratitude for  
the long-term cooperation to  
Akras. We highly appreciate  
your professional and atten-  
tive attitude to your partners,  
creative approach to com-  
plex tasks solving. Hope for  
the further partnership and  
cooperation with you.

Sergey Rumyantsev  
Vice-President of Production & QC  
MPBK OCHAKOVO, JSC  
Russian Federation

Having travelled together  
down a joint path throughout  
a few decades my rating  
of Akras as a company is  
nothing less than excellent.

Wolfgang Gansterer, Research & Development-  
JOSEF MANNER & COMP. AG  
Austria





**AKRAS Flavours GmbH**

**Industriezentrum NÖ-Süd  
Straße 1 / Objekt 29  
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