

CHAPTER 1. INTRODUCTION

1.1. Brief History

Established in 1958, IFF or International Flavors and Fragrances as a major supplier in the flavor and fragrance business was merged by the worldwide operations of Polak & Schwarz and van Ameringen-Haebler, they were dabbling in the flavors and fragrances industries, respectively. In 1964, IFF was listed on the New York Stock Exchange. The Research and Development (R&D) Center then was held in Union Beach, New Jersey in 1967. IFF continues to develop and become a multinational company with locations all over the world, including in Indonesia. As a joint venture between NV Polak & Schwarz and NV Handel Transport Company, IFF - PT. Essence Indonesia was first founded on March 30, 1955, under the name NV Essence Indonesia. In 1965, the business was nationalized and thus changed its name to PD Ganda Rasa Jaya before being returned to the control of the New York-based IFF management. Additionally, the company name was changed to IFF - PT. Essence Indonesia and established in 1970 after the signing of the MOU between local governmental officers and IFF, Inc in 1968. The fragrance plant and flavor powder plant were then developed in 1989 and 1994, respectively. From 2000 to today, IFF - PT. Essence Indonesia has been certified with ISO, HALAL, and HACCP certifications.

Currently IFF - PT. Essence Indonesia operates two offices, which are in Jl. Otto Iskandardinata, East Jakarta, and Karawang Industrial City. In the recent year 2021, IFF completely had a merger with DuPont's Nutrition & Biosciences and will continue to operate under the name IFF. The merger of both companies that have enhanced skills will allow them to become global leaders in high-value ingredients and creative solutions in response to market demands and rising consumer preferences for natural and healthier products.

1.2. Vision and Mission

As a company that acts as a leader in food, beverage, health, biosciences, and scent experiences, IFF is committed to being an indispensable partner to their global customer base. Thus IFF has established the vision and mission:

- *Vision*
 - Be the partner for essential solutions
- *Mission*
 - We play a vital role in the global food, beverage, beauty, household and personal care, and pharmaceutical supply chains
 - We co-create sensorial experiences that delight and go beyond the expectations of consumers everywhere
 - We combine unmatched innovation, agility, and leading-edge insight to meet customer needs

Besides vision and mission, IFF also has several values to achieve their purpose which is applying science and creativity for a better world. It consists of (1) empowerment: act and make wise choices also have the courage to take responsibility for the results, (2) expertise: collaborating to solve problems and reach higher performance levels by combining each individual skills and diverse backgrounds, (3) integrity: respect each other and conduct business in a fair, honest, and moral manner, (4) innovation: using creativity to produce essential solutions for the benefit of the partners and the communities, and (5) responsibility: protect the health and safety of the employees and preserve the communities.

1.3. The Main Activity

As a company that combines science and creativity, IFF develops a wide range of products with speed and agility to meet the needs of customers in the food and beverage,

home and personal care, health and wellness industries. This is by creating the experience of taste, aroma, and smells that cannot be found in nature, as well as ingredients and solutions for products. IFF's responsibility is to deliver sustainable products ethically, transparently, and safely to investors, clients, consumers, and the communities in which they source their products. Multiple projects must be completed and the goal is usually determined by the customer, such as in determining the flavor's direction with the provided target and flavor application in the products.

1.4. Organizational Structure

The organizational structure of the Creative and Design (C&D) department at IFF followed by C&D - Sweet Application at IFF Indonesia is depicted in **Figure 1**. In IFF Indonesia, starting from the highest position was the Design Director Indonesia followed by the Designer Team Leader for Sweet Products (Beverage, Dairy, and BBC). In addition, there are 2 senior designers, 3 designers, and 1 trainee designer who were responsible for the production of sweet products. The author was placed as an intern responsible for assisting the designer.



Figure 1. Organizational Structure of C&D at IFF and C&D - Sweet Application at IFF Indonesia

1.5. Student's Department

IFF is divided into two big sections: Flavor and Fragrance. The internship program took place in the R&D of the Flavor department. Under R&D, there are three departments, including Flavor Bank, Creative, and Creative & Design (C&D). Flavor Bank's role is in data management, flavor testing preparation, and sample handling. The creative department focuses on the process of creating flavors by compounding and testing preparation. Meanwhile, Creative & Design focuses on the process of developing products, conducting trials, and applying the flavors and ingredients to the products. In that department, there are subsections that consist of BBC, beverages, and dairy products, called the Sweet-Application team.

The author was in the Creative & Design department, specifically in the Sweet Application of Bakery, Bars, and Confectionery (BBC). One of the main responsibilities is flavor product application activities, which involve adding flavors to a basic food product to create a new product as a consequence of internal projects or flavor matching projects as requested by customers. In addition, making prototypes of successfully developed products and documenting the ingredients formula and procedures used to create the products. The product's creation and development undergo several trials and the internal evaluation is carried out to get the feedback from the director, team leader, and marketing team before submission to customers. Most of the time, the activities include several projects making crackers, biscuits, cream fillings, sandwich cream fillings, cakes, cake premixes, and wafers.