



This is what Europe tastes like

How geographic and culture differences influence taste preferences

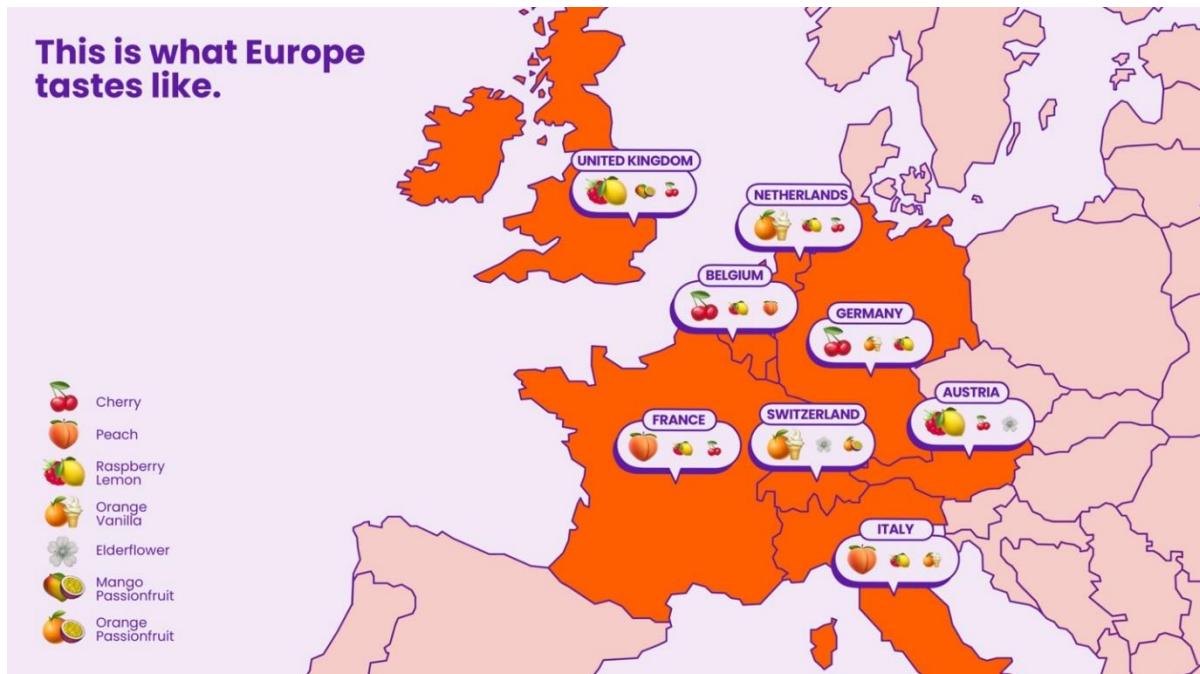
Munich, 16 of May 2022 – From French Croissant, over Italian Gelato, to British Chips and Fish, Belgium Waffles, Dutch Appeltaart and German Brezels, food traditions and preferences in different countries exist forever. But are there also preferences when it comes to the flavours itself?

air up's data has unveiled a fun revealing insight into the favourite flavours present across the European continent. Interestingly, the delicate palettes of Europe's capitals of fine wine and haute cuisine, France and Italy, favoured the subtle tones of Peach, whereas in Britain, the most people favour sweet treats like Raspberry & Lemon. The comparison also shows that the citric undertones of Orange & Vanilla are popular in Switzerland and the Netherlands, whilst Cherry stole the hearts of Germans and Belgians respectively.

Flavours fall into five categories: bitter, sweet, sour, salty and umami. Our perception and preferences surrounding these flavours are influenced by an array of surprising factors - from cultural and environmental impacts, to our olfactory receptors; in fact, studies have shown that up to 80% of the flavour we perceive comes from smell, not taste. Now, air up - the unique drinking system which tricks your brain into thinking you're drinking flavoured water (through your sense of smell), uncovers the national differences with a first of its kind flavour map.

Challenging predetermined taste preferences across all markets, air up launch their new 'Flavour Trial Box', offering customers a chance to try 5 unique and unexpected aroma pods.

To inspire those who struggle to reach their recommended daily intake of water, air up is a world first innovative drink system that utilises retronasal smell to provide a zero calorie, zero sugar, zero additive way to drink 100% pure water which tastes flavoured.



What is retronasal smell?

Studies have shown that up to 80% of the flavour we perceive comes from smell, not taste, which is why the smell of food is so linked to appetite and why people hold their nose when they eat or drink something unpleasant. When we eat or drink, flavour filled air rises up to our nose and takes our senses beyond the five basic tastes of sweet, sour, bitter, salty and umami.

So how does air up work?

air up harnesses this clever bit of science by infusing flavoured air into every sip of water from the bottle. One of 25 different flavours will be added in bubbles every time you drink and it is this that will give your 100% pure water its flavour. Each pod contains natural flavourings and scents that infuse with ambient air to be added to the pure water, these flavours range from Lime and Orange-Passionfruit to Cola and Iced Coffee with many others in between.



about air up

air up is the world's first refillable drinking system that adds flavor to water through scent alone, by leveraging the physiological phenomenon of retronasal smell - without sugar or any other artificial ingredients. Since the launch of its first bottle in July 2019, air up has grown into a company that operates in 9 countries, and employs already 240 employees. Having raised more than 60M over two funding rounds, air up expects an excess of 100 M revenues run rate by September 2022. With over 2 M customers, air up system has potentially saved 130 M single-use plastic bottles and more than 2.600 tons of sugar. In 2022, air up is bringing most of its production to Europe and launching in the USA.

The managing directors of air up GmbH are Christian Hauth (CEO), Jannis Koppitz (CEO), Lena Jüngst (CCO), Patric Fornasier (CTO), Simon Nüesch (CMO) and Tim Jäger (Chief of Research and Development).

For more information, please visit air-up.com. To view other press kits and press releases about air up, visit [Press site](#).

www.air-up.com

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