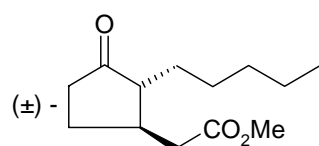


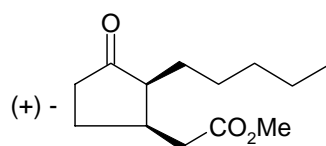
Applications of New Synthetic Methodologies in the Flavour and Fragrance Industry

Roger L. Snowden, Research Division, Firmenich, Geneva, Switzerland

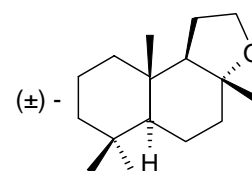
The highly competitive nature of the Flavour and Fragrance industry and the resulting demand for the production of cost-effective, organoleptically active ingredients are important drivers for the continual development of both efficient and novel synthetic methodologies. This is illustrated by two fragrance-related case studies. Firstly discussed is the jasmonate family of odorants, represented by **Hedione**[®] and the enantiomerically pure **Paradisone**[®].



Hedione[®]



Paradisone[®]



Cetalox[®]

This is followed by a presentation of the synthesis of some key ambergris odorants exemplified by **Cetalox**[®] and a variety of structurally related analogues.