



AFS
ADVANCE FLAVOUR SOLUTIONS

Dedicated

New Generation Nicotine Flavour House





About Us

"We understand flavour can make or break consumer loyalty" Ben Wilson, CEO

Established in Manchester in 2017 by Mark Clynes and Partners, Advance Flavour Solutions (AFS) is the UK's first flavour house solely dedicated to producing flavourings and nicotine dilutions for vaping.

AFS quickly expanded, being acquired in 2021 by Wilson George Group (WGG) – which specialises in Next Generation Nicotine Products (NGPs) – led by Dieno George (Chairman) & Ben Wilson (CEO).

A new focus on innovation and customer service was instilled which AFS champions today, with a future-focused R&D pipeline launching exciting new products every quarter.

AFS is now the UK's leading flavour house for NGPs (vaping, nicotine powder for pouches, and nicotine dilutions) supplying 73 of the top 100 UK vaping manufacturers.

The next goal? To become Europe's leading flavour house for NGPs.





Why Choose AFS?



No.1 New Generation Nicotine Flavour House in the UK

73% of UK vape manufacturers use Advance Flavour Solutions



Flavour Excellence

Modern and classic flavours meticulously crafted to deliver true to flavour experience



Our Safety Pledge Via Technical Expertise

To offer the safest inhalation and oral delivery nicotine products in the world



Emissions Testing Included

Conducted within our specialist lab, projected saving: £750 - £1,200 per flavour



A One Stop Solution

Rapid service from samples to delivery, everything you need to manufacture high quality next generation nicotine products



Flavour Excellence

Typified by our still successful classic flavours and innovative modern flavours, our flavourings are meticulously crafted to deliver a true to flavour experience.

Bursting Strength

Hits Immediately

True To Flavour

Flavours which taste like the real thing, every time

Long Lasting Flavour

Flavour that lasts long after the inhale

Mouth Watering

The lasting flavour creates a salivation feel

Fresh Aroma

An aroma vapers would be proud to vape around others

Kind to Coils

There are no coil killers on our watch



Did you know? AFS can flavour match any flavour. Get in touch with your flavour matching needs.

sales@advanceflavoursolutions.com

How Do We Do it?

- **Expertise & Experience**

We've been designing delectable flavours since 2017

- **Persistence & Quality Control**

We won't stop until we've perfected a flavour, and we won't launch a flavour if it's not ready

- **Testing, Testing**

Our internal tasting panel benchmark vs the real flavours to ensure they hit the spot



When we trial new flavours I know instantly they're from AFS just from the nose. The aroma is bold, natural and uncannily accurate.

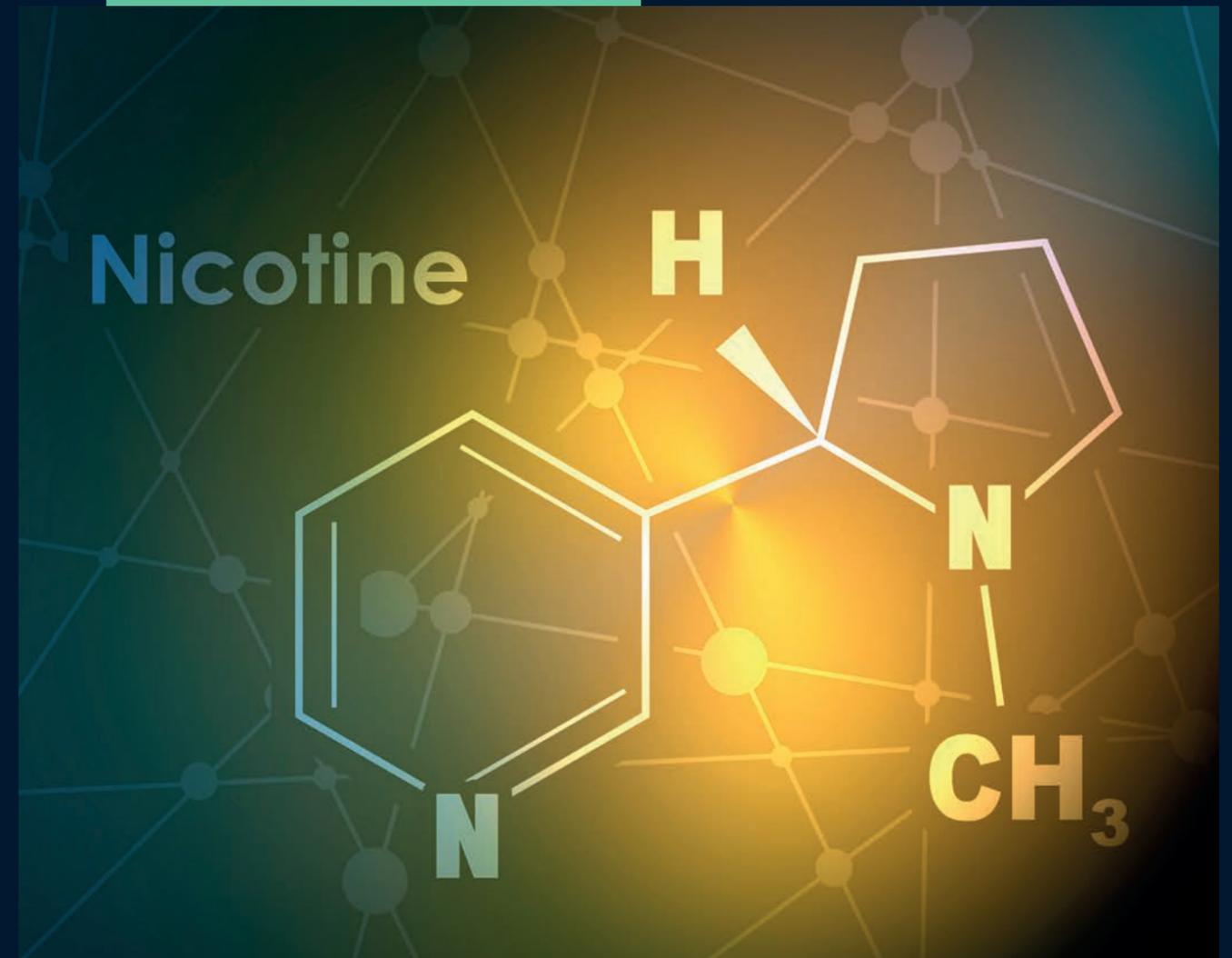


Our Safety Pledge

To Offer The Safest Nicotine Products In The World

How Are We Doing This?

- **No Cheap Shortcuts or Ingredients**
We use high quality methods to achieve the safest flavours.
- **Proactive Ingredient Changes**
If research shows a different ingredient could improve safety and maintain quality, we'll change it.
- **Continuous Improvement**
We're constantly looking for ways to make continuous improvements.





Our Products



Vape Flavour Concentrates

Modern Flavours

Classic Flavours



Ready to Vape Solutions

Modern Flavours

Classic Flavours



Nicotine Pouch Concentrates

MAX Flavour

Full Flavour



Ready to Pouch Powder Solutions

MAX Flavour

Full Flavour



Nicotine Dilutions

Various Concentrations

Services & Checks

AFS Offers A Hassle Free Service with **ZERO** Cost to Launch*

Service Levels	The AFS Guarantee	Standard Flavour House
Service levels		
Delivery Lead Time From Order	7-10 Days	Industry Standard of 10-15 Days
MOQ	15kg+	15kg+
Bespoke Flavour Matching	Chargeable	Chargeable
Sample Request Timings	3 Working Day Lead Time	1-3 Week Lead Time
R&D Mixing Guides	Provided as Standard FOC	Not Usually Provided
Technical Standards		
Carbonyl Emissions Testing	Provided as Standard FOC	Customer Responsibility & Cost
CAS Declaration	✓	✓
MSDS for All Flavours	✓	✓
Flashpoint Testing	✓	✓
GCMS Testing	✓	✓
ISO Standards	ISO 9001 Working to ISO 17025	Various Standards
Language Translations for Documentation	Provided as Standard FOC	Not Usual Standard Practice to Provide
Registration Requirements	FOC Submission Service for Any Single Market <i>(UK, NI or within EU)</i>	Emissions Testing - Usually Chargeable
Cost to Launch <i>(One Flavour In Four Strengths)</i>	Free <i>(*Plus Notification Fee)</i>	up to £1,200 <i>(Plus Notification Fee)</i>





Products & Range Overview



Modern Flavours

Available in: **Concentrates** **Ready to Vape**

Suggested Nicotine Type: Nicotine Salts.

115 Flavours Available

Available in any batch size from 15kg - 1000kg

Flavour Types



61
Disposable
Inspired



6
Cocktails



8
Desserts &
Bakery



3
Tobacco



15
Sodas



12
Single Fruit
(no-ice)



10
Confectionary

NEW

NEW

NEW

NEW



Why This Range?

We've spent over 2 years perfecting the "disposable style flavour", running 1000's of tests and trials to improve the very best disposable flavours and creating many of our own, but don't just take our word for it...



A hit among customers for its innovative and exciting taste profiles. It adds a unique twist to vaping, keeping customers coming back for more.

Quick Stat:

Modern Flavours are the fastest growing segment of the vaping category. They account for 60% of vaping products sold in vape stores and online*, and 85% in traditional retail** (excluding hardware).

Sources: *AFS vape store & online retailer survey, Aug 2023



Classic Flavours

Available in: **Concentrates** **Ready to Vape**

Suggested Nicotine Type: Standard Freebase Nicotine.

157 Flavours Available

Available in any batch size from 15kg - 1000kg

Flavour Types



42
Fresh & Fruity



13
Mint & Menthol



28
Desserts & Bakery



11
Out of This World



30
Beverages



28
Sweet



5
Tobacco



Why This Range?

The cornerstone of vaping flavours, this style has been helping smokers quit since 2008.

We built our reputation on these flavours – high quality and accurate. Freebase classic flavours are still vital to consumers, new and old, accounting for over 30% of vape store & online unit sales.



Customers appreciate the authenticity and timeless appeal of the classic flavours range, providing a nostalgic vaping experience.

Quick Stat:

9 of the top 10 vape e-liquids sold in Convenience are EDGE a key customer of AFS.

Source: NielsenIQ, Unit Sales 52we 10th Feb 2024

Nicotine Pouches

AFS has been expertly producing granulate and flavours for nicotine pouches since 2021.

Available in: **Concentrates** **Ready to Pouch**

Our formulations maximise moisture content whilst maintaining the flow through all popular models of pouching machines. pH is adjusted for ultimate nicotine release whilst remaining within international limits for alkalinity.

Flavours Available

Mint **Spearmint** **Mango** **Strawberry** **Watermelon**

NEW
FLAVOURS
COMING
SOON

Strengths

3mg | 6mg | 9mg | 12mg | 16mg | 20mg

Options

Regular: Full Flavour **Max: Extra Flavour, Extra Cold**

Supply of individual components for pouch formulations include cellulose, coolants, sweeteners, thickeners, pH buffers, flavour maskers, nicotine, flow agents, preservatives, texture improvers and our in-house developed moisture solutions.

“ By far the best nicotine pouches we have ever tried and our brand is outperforming the market leading brands of Finland. **”**



Quick Stat:

The nicotine pouch category is growing faster than any other modern nicotine category, up 12% in units in the 4we 10th Feb vs the previous period.

Source: NielsenIQ, Unit Sales 4we 10th Feb 2024



“It's incredibly convenient that AFS offers Dilutions too, saving customers time and effort in sourcing these essential components elsewhere.”

Nicotine Dilutions

With PG, VG or a combination of the two. We also offer bespoke dilutions.

Available in any batch size from 15kg - 1000kg

We have everything you need to manufacture the highest quality vape liquids.

Any ratio of PG & VG as desired upto 20% Nicotine Standard/Common format is 7.2% / 10% Nicotine

Freebase Nicotine

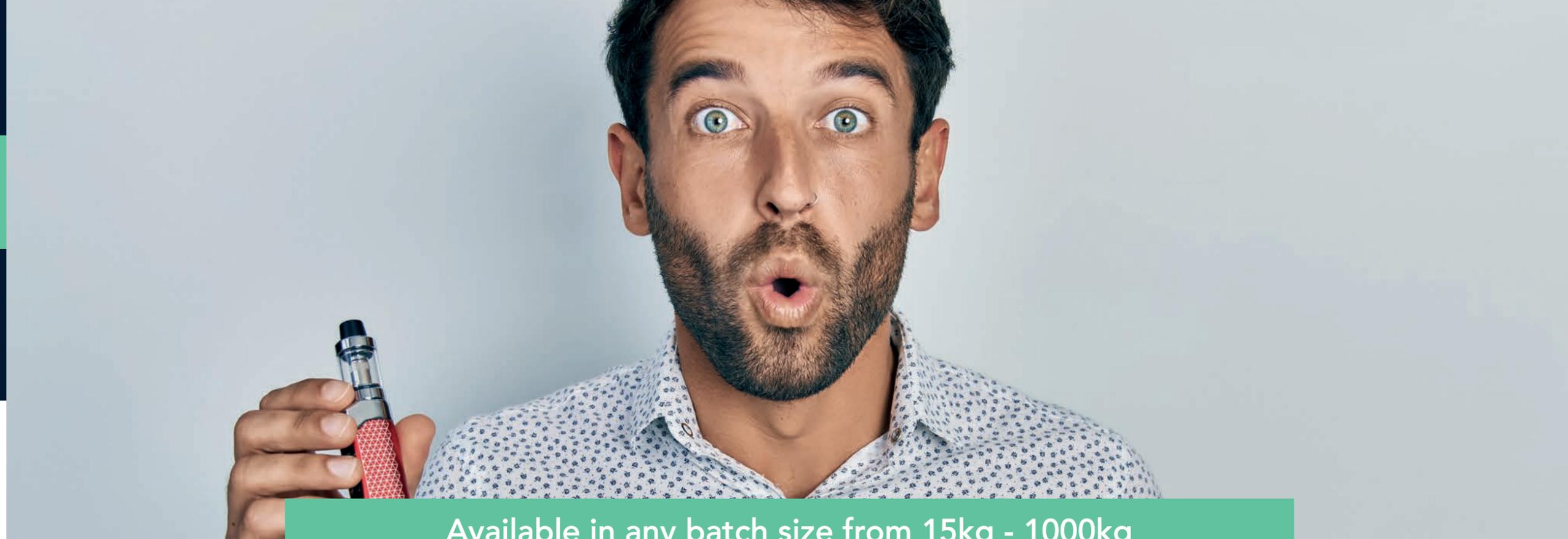
Excellent quality for a classic experience.

Nicotine Salts

- | | |
|---------------------|---|
| Nicotine Salicylate | Recommended: works well with all flavours |
| Nicotine Benzoate | Most popular |
| Nicotine Lactate | Good For Fruits |
| Nicotine Levulinate | Good for tobaccos |

WholeNic® Exclusive to AFS (NEW)

More than just nicotine. WholeNic® is a unique formulation that provides unrivalled vaping satisfaction.



Available in any batch size from 15kg - 1000kg

Flavour Enhancers

We have everything you need to manufacture the highest quality vape liquids.
Recommendation: Use with AFS flavours for best results.

Super Kool Enhancer

Our most popular "Koolada" style blast. High impact and may give you brain freeze! Perfect for adding a fresh lift to a flavour or for creating a real chill when you need it. No menthol, just ice!

Super Sweet Vape Enhancer

An easy and convenient way to enhance sweetness and add body and mouthfeel to your vapes! Coil friendly. Great to cost effectively extend the flavour of your vape.

Fizz Enhancer

Looking to add a truly fizzy tingle to your vape and turn a Lemon into a Lemonade or a Cherry into a Cherry Soda? Perfect for all your drinks and sherbets...look no further!



Flavour Matching



Nicotine Dosing Testing



Carbonyl Emissions Testing



Nicotine Strength Testing



Shelf Life & Stability Testing



Flashpoint Testing



pH Testing



Matching & Services

All are available as standard where relevant, unless stated otherwise. Services also available separately.

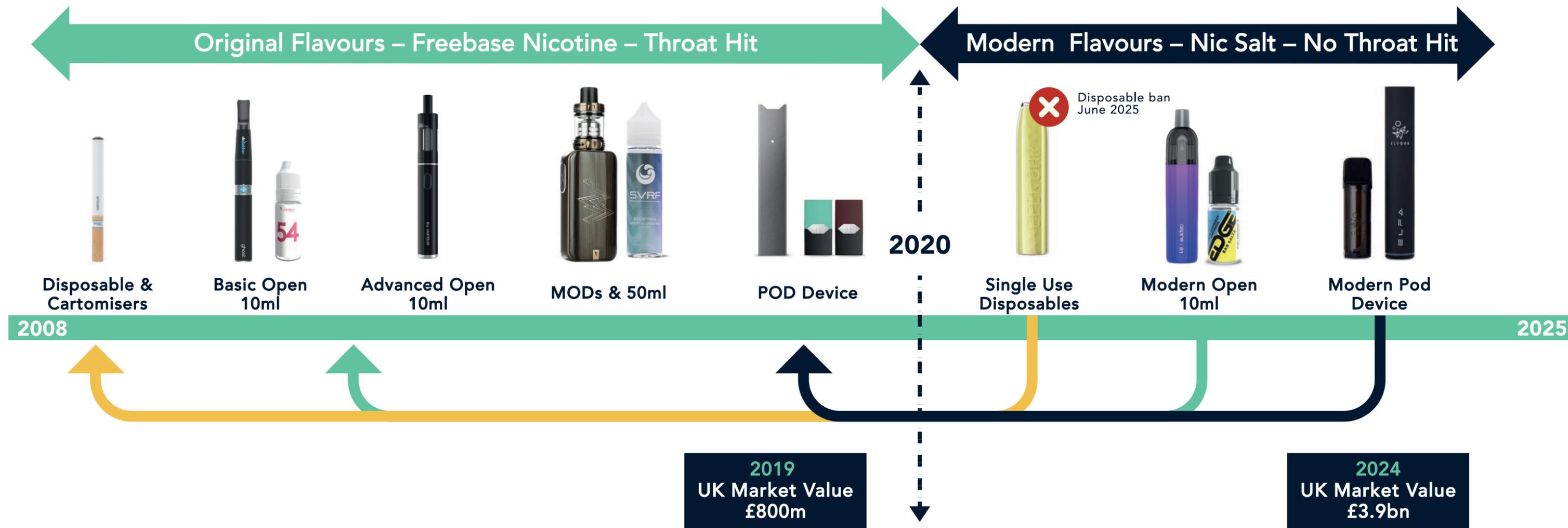


Market Insight & Trends



Market Trends

Vape category transition & timeline - we've entered the era of Modern Flavours



Understanding The New Wave Of Consumer Taste Preference + Correct Device Pairing Remain Critical To Long Term Brand Success



Disposables

Disposables have popularised Modern Flavours, creating a **£2.4bn** new UK market for vape liquid bursting with flavour.

Modern Flavour Fast Stats

Year Ending 25th January 2025

Disposables in Total UK

355m

Units Sold

£2.2bn

Value Sales

What Are Modern Flavours?



Stronger
Flavour



Sweeter
Profile



Cool Ice
Finish





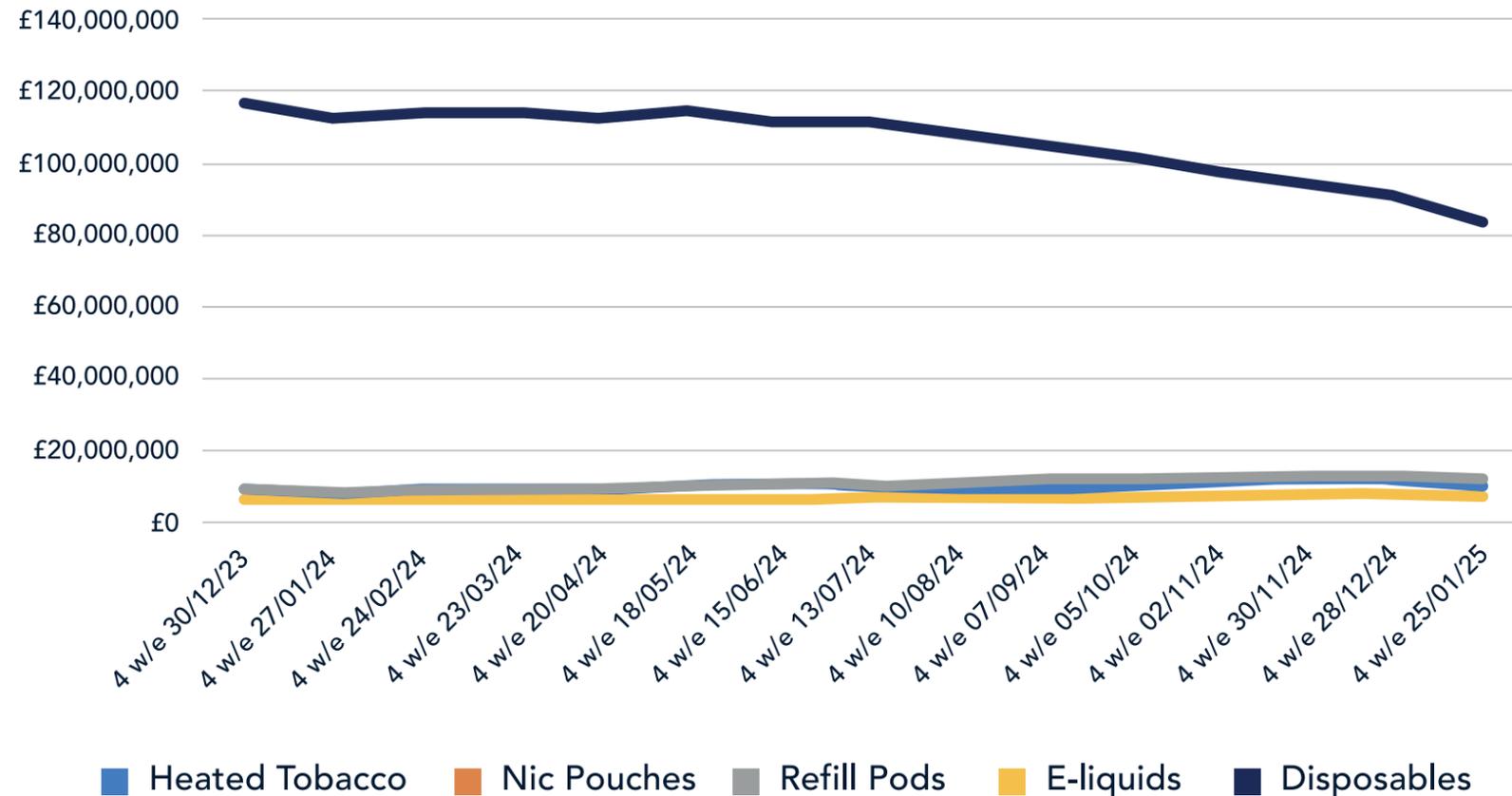
Disposables

Disposables continue their long-term decline

Why? Disposables are no longer the pinnacle of value for money, convenience or flavour experience with a Ban from June 2025

Latest 12 Weeks Vs Previous view : **-11%**

Sub Category Unit Sales - Traditional Retail - 4w (£ Millions)





Disposables

Market Restrictions

Banned

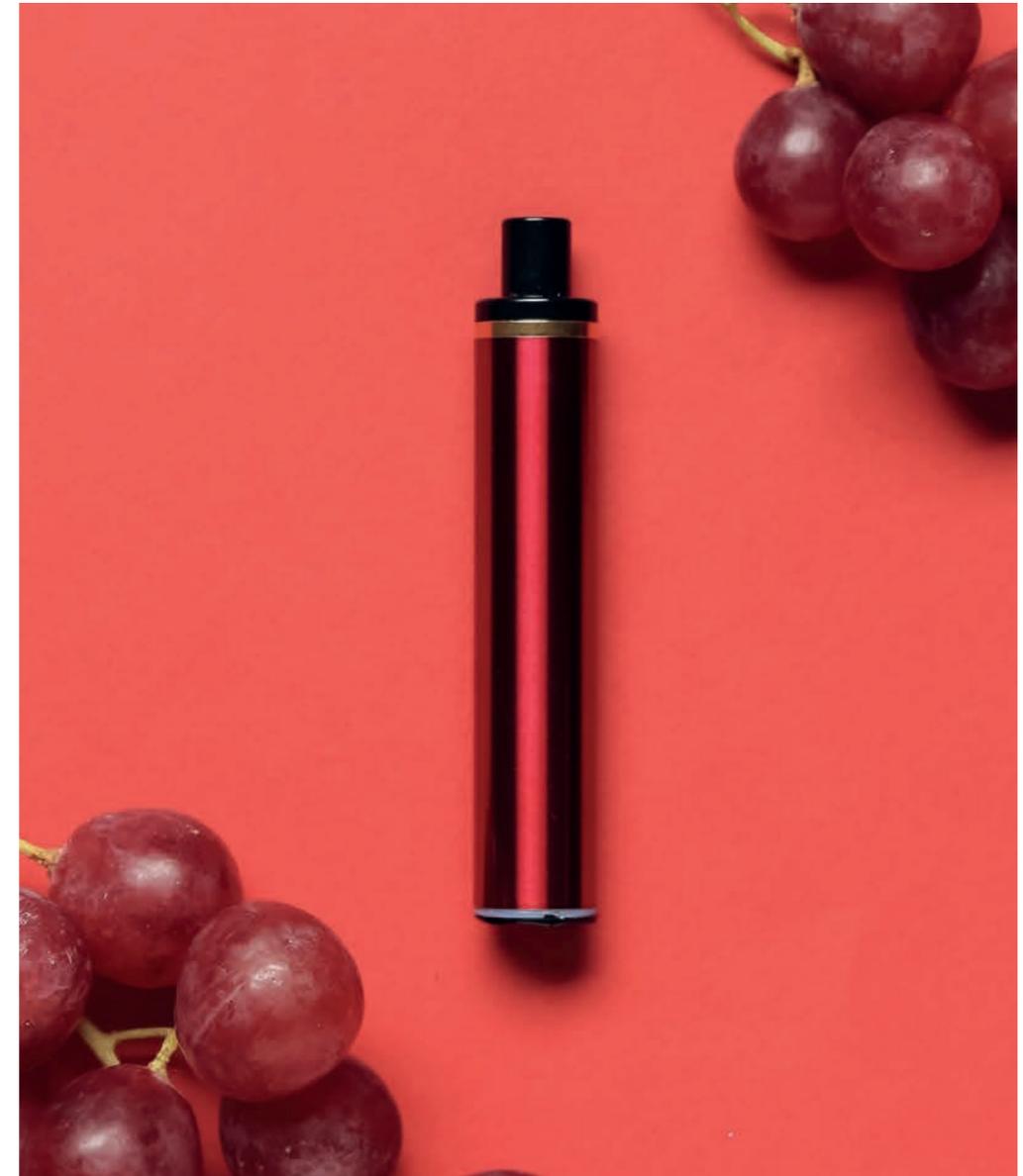
-  **Ireland**
September 24
-  **Belgium**
January 25

Confirmed

-  **UK**
June 25

Expected

-  **France**
Date TBC
-  **Spain**
Date TBC
-  **Switzerland**
Date TBC





**Now is the time
to perfect your
Modern Flavouring
offering**

Modern Flavours

Modern flavours are hot right now... disposable customers and other vapers are already looking for modern flavours in other vaping products.

- 30% of Disposables users will move to 10ml bottles e-liquid in the event of a ban

vyp *N=250, Jan 2025*

- Already, 30% of unit sales in Vape Stores are 10ml Bar Salts

AFS Vape Store Survey, August 2024

- 10ml Bar Salts are growing **+13%** Month on Month in Traditional Retail

Source: NielsenIQ, 25.01.2025

- Bar Salt Shortfills demand is growing, with many new products being launched

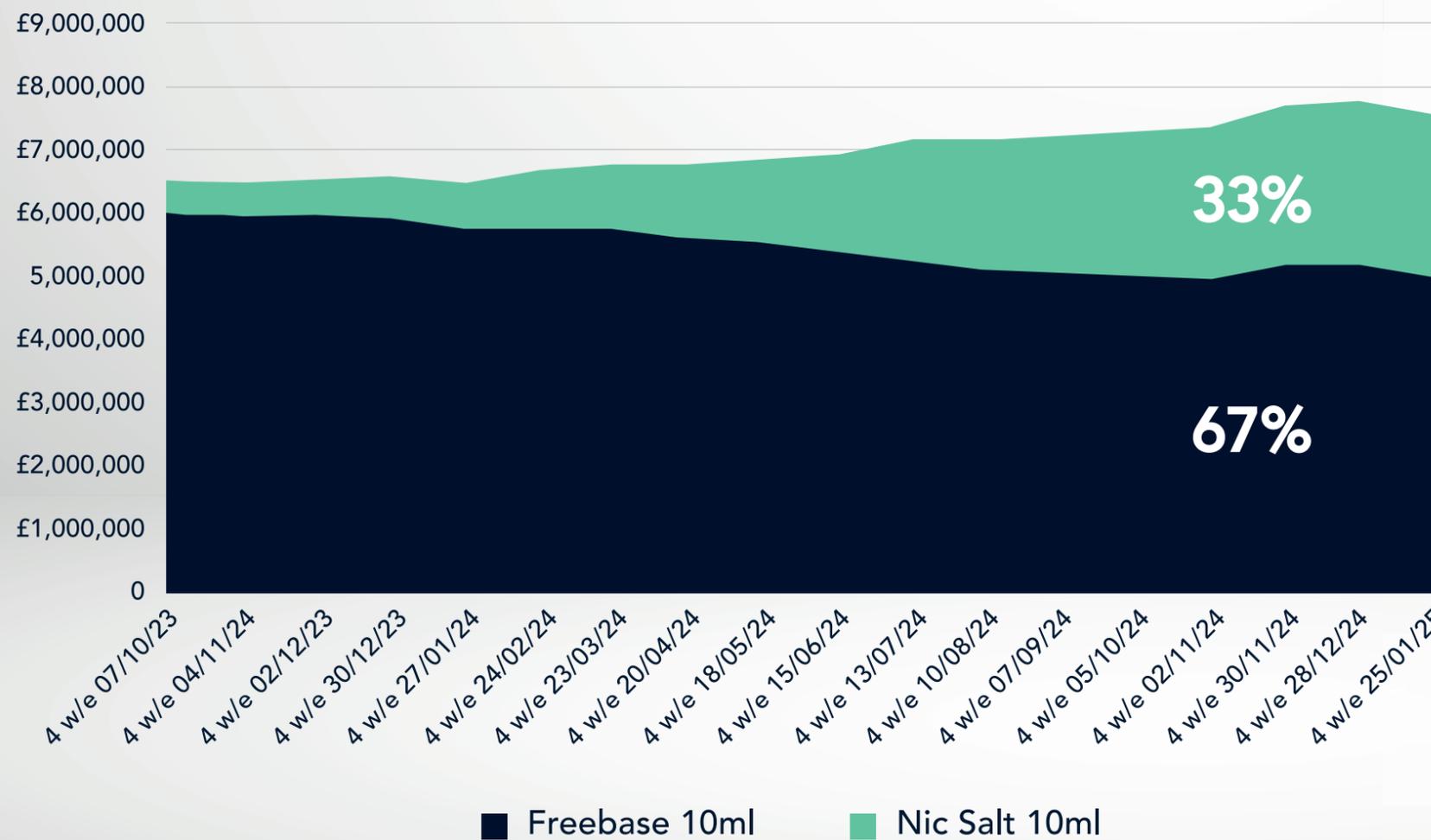


Modern Flavours

Modern Nic Salts
Growth driver in 2025
Driven by the disposable ban

Freebase
Backbone of volume sales
Volume is declining 14% YOY

10ml Value Sales - Total UK





Modern Flavours

AFS Ranked Best Nic Salt Flavour

Independent researchers conducted a blind test of the Top 6 brands vs Watermelon Ice nic Salts flavour.

- Product: Watermelon Ice 10mlBar Salts
- Consumers: 60 vapers who like Watermelon / Watermelon Ice flavours
- Research Agency: Wirral Sensory Services Nov 2024



- **BEST** Quality Flavour
- **BEST** Cooling Sensation
- **LONGEST** Lasting Flavour
- **SMOOTHEST** Vape
- **BEST** Aftertaste

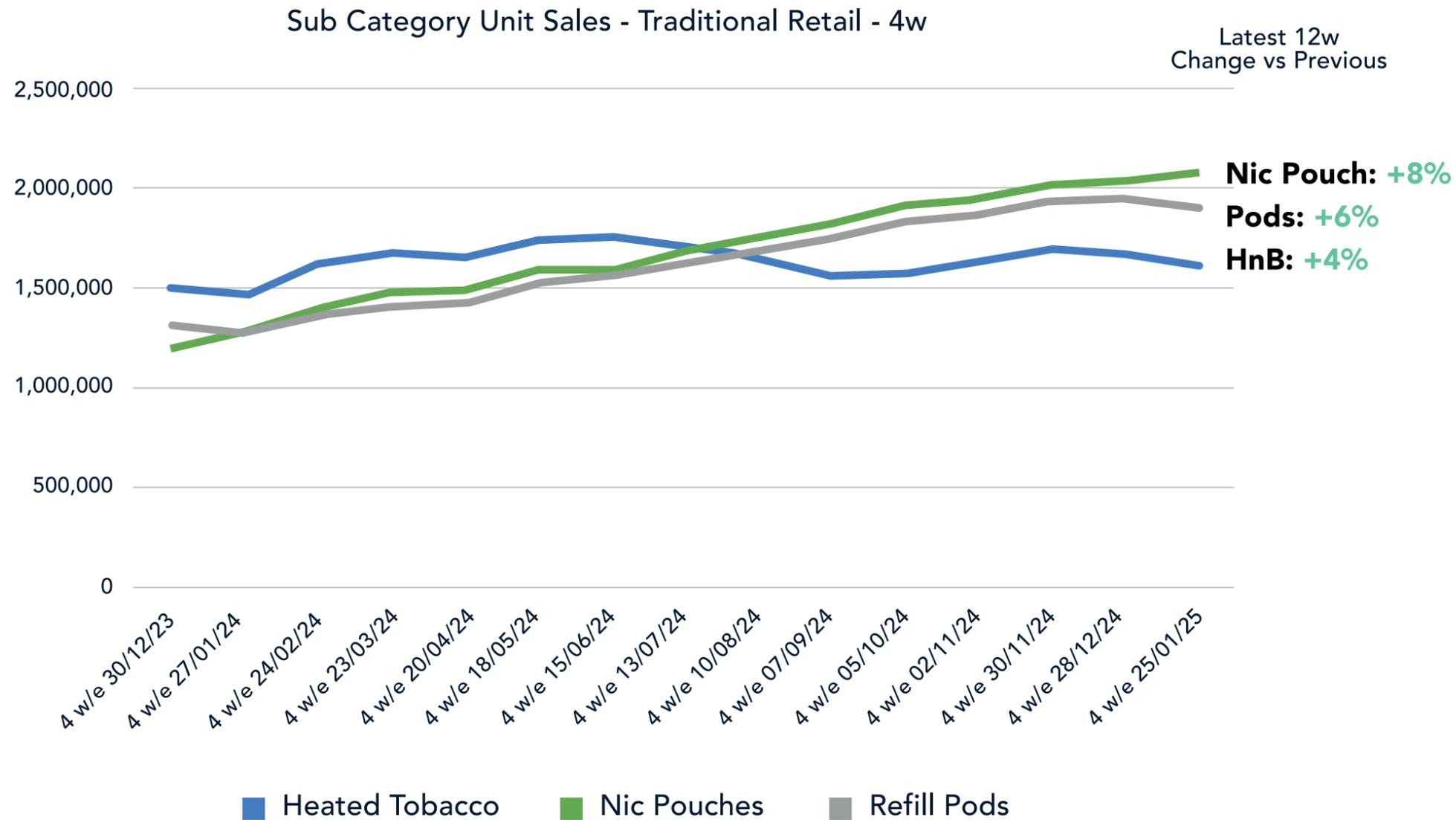
Competitor Brands





UK Vaping Market

Other nicotine categories are in good health - consumers are already switching ahead of the disposable ban



Nicotine Pouches now surpass 500,000 units in weekly sales



Please take a look at our video tour online for more information

[See Video Tour](#)

Or contact the team today

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