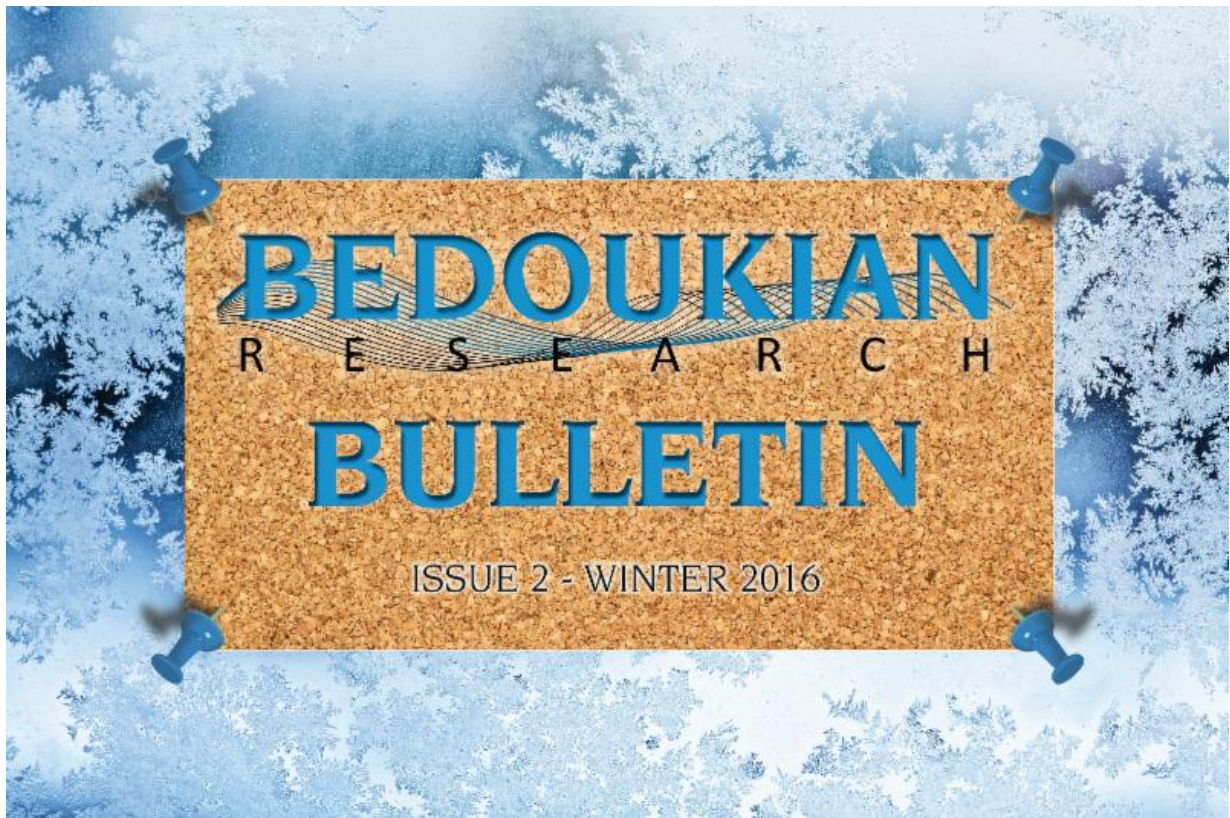


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Sweet Sensations

It's no secret that Americans have a sweet tooth. **Vanilla** is a beloved standby that satisfies America's **sweet cravings**, while **honey** is a **natural alternative** buzzing with activity as consumers seek healthier choices. To meet the sweet demand, Bedoukian introduces the **Sweet Sensations** collection with **adaptable ingredients** that can be used in a variety of flavor and fragrance formulations.

[Bedoukian Honeyflor \(BRI 123\)](#)



ODOR DESCRIPTION

POWERFUL GREEN NOTE WITH HYACINTH AND HONEY UNDERTONES. EXCELLENT FOR ADDING A RAW, NATURAL HONEY, FULL BODIED EFFECT TO FLAVORS AND GOURMAND FRAGRANCES.

As consumers strive for healthier lifestyles and seek better-for-you options, **honey** is sticking in mainstream products. The National Honey Board commissioned an independent national survey, which revealed that 93% of consumers consider honey a "**natural**" sweetener, with 48% of those consumers saying they look for product labels that include honey.

From **sweet to savory** and everything in between, honey is materializing in multiple applications and products. For example, **Domino Foods** introduced **Domino** and **C&H Honey Granules**, which are individual crystals of pure cane sugar and honey. Honey is popular in ready-to-drink beverages such as **BeeSweet Lemonade** and **Honeydrop Beverages**. The natural sweetener is also spilling into alcoholic beverages such as **Hornitos Spiced Honey** and **Made Real Vodka** distilled from wheat and honey. Mead, an alcoholic drink made with fermented honey and water, is also emerging. Delaware's **Liquid Alchemy Beverages** opened in 2016 and **Brimming Horn Meadery** is set to open in the summer. In food, **Jack Daniel's Tennessee Honey Whiskey** partnered with **Completely Fresh Foods** and offers a selection of ready-to-eat barbeque meat entrees. **Stonyfield's Oh My Yog!** line is known for its unique three-layer format, which pairs a specific flavor on the bottom with a honey-infused whole milk yogurt middle and cream top.

In fragrance, honey is also an inspiration. **Dial's Greek Yogurt Vanilla Honey Moisturizing Body Wash** received the TNS 2015 Personal Hygiene product of the year award. Indie fragrance brand **4160 Tuesdays** introduced **Dirty Honey**, which contains beeswax, honey absolutes and honeybush extract. Bee venom and honey have also been buzzing around in beauty and skincare. **Guerlain's** new **Abeille Royale Honey Nectar Toning Lotion** features "the exceptional power of bee products." **Wei Beauty's Age Repair** line is formulated with bee venom peptides and honey to help improve skin's texture and elasticity.

DID YOU KNOW?

Bedoukian's Honeyflor adds natural, raw honey notes to both flavors and fragrances, and it has a strong impression of hyacinth for adding a new touch to your existing green

floral compositions.

"Bee-ing" drawn into the honey trend?

[CLICK HERE](#) FOR A SAMPLE

Bedoukian **Vanillin Propylene Glycol Acetal** (BRI 830) and **Ethyl Vanillin Propylene Glycol Acetal** (BRI 831).



With the volatile **vanilla** market and escalating costs, cost-effective vanilla alternatives are important in flavorists' and perfumers' palettes. According to Beverage Industry's 2015 New Product Development Survey, 50% of responding companies selected chocolate and vanilla as top flavor selections. Vanilla is a staple in food, beverages and fragrances with a myriad of new introductions.

It's so popular there are specific vanilla food holidays such as National Vanilla Cupcake Day, National Vanilla Custard Day and National Vanilla Ice Cream Day. In beverages, **Starbucks' Tazo** brand introduced **Chai Vanilla Caramel Latte** in K-cup packs, which blends vanilla and caramel flavors with black tea and chai spice. **Ben & Jerry's** limited edition **Cake My Day** is made of vanilla cake batter ice cream with vanilla cake pieces, buttercream frosting and raspberry swirls.

On the fragrance side, vanilla is also beloved. Indie brands are creating unique fragrance interpretations. **Aftelier Vanilla Smoke** scent uses vanillin, vanilla absolute and Lapsang Souchong while **Xyrena Andy Kaufman Milk & Cookies** has notes of sugar, sweet butter, fresh baked chocolate chip cookies, creamy milk, vanilla extract and white musk. **Dionis** is a new skincare line formulated with goat milk and **Vanilla Bean** is one of the variants in the collection. In air care, **Glade** 2015 Limited Edition Winter Collection offers **Send A Little Love Vanilla Biscotti** and **Creamy Custard & Cherish the Present** scents, which both highlight vanilla. **Yankee Candle's** new **Bakery Air** candle has notes of "creamy butter swirled with vanilla."

DID YOU KNOW?

Bedoukian's Vanillin and Ethyl Vanillin PG Acetals are more stable in alkali environments than Vanillin and Ethyl Vanillin and show far less discoloration, making them excellent for use in candles, soap bars, and alkali flavors. They are also used to extend vanillin and ethyl vanillin where their use is restricted.

Vanillin discoloration ruining your formulation?

[CLICK HERE FOR A SAMPLE](#)

Some Like It Hot, Some Like It Cold

Some individuals warm up winter with a **hot beverage** while others prefer **cold beverages** all year round. Whether you like it hot or cold, **tea** is brewing in ready-to-drink beverages and in food service. The Tea Association of the USA cited Americans consumed over 80 billion servings of tea in 2014. Mintel market research predicts U.S. sales of tea to increase by 6.7% in 2015 to reach \$7.6 billion in 2020. According to Packaged Facts, the food service tea market is a \$20 billion industry and expected to grow. Driven by the **health and wellness trend**, tea is perceived as healthful and there has been a dizzying amount of activity. From **black tea to green tea**, Bedoukian introduces the **Some Like It Hot, Some Like It Cold** collection with **versatile ingredients** that can be used in a variety of flavor and fragrance formulations.

Bedoukian **cis-4-Heptenal** (BRI 379)



Beverage Industry's New Product Development Outlook 2015 Study, published in January, reported that "tea flavors were notable choices" and 39% of respondents formulated with green tea flavors in 2015. **Matcha**, the fine-ground, high-quality caffeine laden **green tea** known for its antioxidant properties, is quickly gaining momentum. According to the Sage Group, sales of matcha products in the U.S. and Canada are predicted to grow 25% annually between 2015 and 2018.

Cafés such as **Matcha Bar in Brooklyn** and **Matcha Box in Los Angeles** specialize in the vibrant green ingredient. The market is flooded with matcha launches such as **Jade Monk**, **Motto Sparkling Matcha Tea**, **Evolution Fresh Organic Coconut Matcha** and **Republic of Tea U-Matcha-Charcoal**. Matcha is becoming so popular that **Sharp Electronics** launched the Tea-Ceré, a matcha making machine to make the matcha experience authentic and easier to prepare. **Tea-Ceré** "grinds, brews, whisks, and pours matcha all in one convenient device." And it's not just appearing in beverages. **Tea Gren by PFC Foods** is a new product that blends organic green tea and matcha that consumers shake on food like salt and pepper.

DID YOU KNOW?

In addition to its Matcha character, cis-4-Heptenal excels in caramel, cream, and butter flavors. It adds body and a freshness that is characteristic of farm-fresh cream, making them fuller and adding a natural richness that is often missing.

Adding depth to a tea formulation?

[CLICK HERE FOR A SAMPLE](#)

Bedoukian **Verbenone** (BRI 8020)



Similar to the popularity of **green tea** flavor use, 39% of survey takers reported using other tea flavors while 29% formulated with **black tea**, according to Beverage Industry's New Product Development Outlook 2015 Study.

The explosion of tea with a multitude of flavor choices is apparent in the market, particularly in ready-to-drink beverages. For example, the **Pure Leaf Tea House Collection** is available in three flavors: **Organic Black Tea with a hint of Sicilian Lemon & Honeysuckle**; **Organic Black Tea with a hint of Wild Blackberry & Sage**; and **Organic Green Tea with a hint of Fuji Apple & Ginger**. Last year, **Argo tea** debuted **Teappuccino** in three varieties: **Chai** with Assam black tea, ginger, cinnamon and vanilla; **Earl Grey Vanilla Crème** with black tea, bergamot and vanilla; and **Green Tea Strawberry Crème** with Japanese green tea, strawberries and vanilla. **Organic Reishi Cocoa**, **Organic Thai Ginger** and **Organic Milk Thistle** join the **Republic of Tea's SuperHerb Tea collection**. Tea is also brewing on cocktail menus. **Owl's Brew** is a line of premium tea-based mixers self-described as "the first-ever artisanal tea crafted for cocktails."

DID YOU KNOW?

Bedoukian's Verbenone has a dry, woody character that makes it an excellent addition to cranberry flavors, and adds depth to minty flavors. For fragrances, its resinous, spicy, herbaceous character adds a unique lift to herbal and citrus accords.

Looking to spice up your minty, herbal, or citrus types?

[CLICK HERE](#) FOR A SAMPLE

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