



A NOD TO NOSTALGIA

Nostalgic flavors and fragrances have been trending for the past few years. However, the pandemic accelerated interest in simpler, less stressful and familiar times. Nostalgic scents and tastes vary depending on consumers' age and location and resonate with the generation that first experienced a product or service. For example, Dagashi snacks and sweets may be popular in Japan while Narangi candy may connect with consumers in India.

According to Mintel's global research, regardless of the country, people gravitate to their past:

- 72% of U.S. consumers claim to enjoy products that remind them of their childhood.
- U.S. consumers aged 25-44 are most likely to agree that they enjoy things that remind them of their past (e.g., childhood).
- 77% of Chinese consumers say that they enjoy things that remind them of their past. From old games, animes to childhood snacks.
- More than four-fifths of Indian consumers say they enjoy things that remind them of their past (e.g., childhood).

Furthermore, scientists have confirmed that smell can trigger vivid memories and emotions and scent can transport consumers to another time or place. Research from Manchester-based bakery, St Pierre, asked "What stood out about food in fond memories?" Respondents' answers echoed this sentiment:

- 58% said the taste
- 52% said the smell
- 43% said that preparing the food with their loved ones was key to making a vivid memory



SWEET ON COMFORT FOODS - TASTES LIKE NOSTALGIA

Cookies, cakes, and ice cream are enduring sweet treats that spark happy memories such as birthdays and other special celebrations. In fact, "birthday cake", as a flavor, has been on the rise for the last decade in the U.S. and continues to trend. According to Datassential's *Annual Trend Forecast 2021*, "Birthday cake has become the ultimate comforting, nostalgic dessert flavor." Consumer goods companies are tuned into this trend. For example, in honor of Oreo's 110th anniversary,

Mondelez debuted the limited-edition Chocolate Confetti Cake Oreos, which featured a vanilla creme layer mixed with rainbow sprinkles, and then a rich chocolate cake-flavored cream layer. Another recent launch was Pillsbury's Funfetti Cake Donut Mixes available in three flavors: Funfetti Cake, Unicorn Pink Vanilla, and Chocolate. The birthday cake flavor has even trickled into candy with Brach's Candy new Funfetti Jelly Beans.

Ice cream is universally loved and ice cream novelties continue to be well-received. Chocolate and vanilla flavors are U.S. staples and help bridge the gap for new flavors and twists on classics. Ice cream brands are aware of their nostalgic appeal and have been leveraging this trend with retro flavors. For example, Blue Bell brought back its Cookies 'N Cream Cone Ice Cream that was "a leveled-up version of the classic flavor." Ben & Jerry's new Topped flavors "evoke nostalgia" and were made to "help consumers unlock a childhood memory." The Topped Chocolate Milk and Cookies contains chocolate ice cream with chocolate chip cookies and chocolate cookie swirls that are topped with a milky chocolate ganache and fudge chips.

Give consumers a reason to celebrate your sweet and tasty formulas. Bedoukian's [BRI 891 9-DECENOIC ACID](#) is particularly useful in dairy-type applications and adds a fatty and creamy mouth-feel in milk and milk chocolate flavors while [BRI 288 2-METHYL BUTYRALDEHYDE FCC](#) offers robust cocoa powder notes and is suitable for chocolate, cocoa, mocha, and coffee flavors.

SAY CHEESE TO COMFORT FOODS - TASTES LIKE NOSTALGIA

According to a Bakemag.com July 21, 2021, article, comfort foods include familiar flavors, textures, or dishes that never go out of style and are perceived as classic or nostalgic. Savory cheese flavors such as those found in pizza, mac and cheese, and popcorn are classic foods that bring comfort and familiarity to Americans. According to Mintel, 82% of U.S. consumers say pizza is one of their favorite comfort foods. Treadmill Reviews of 2,226 people found that both pizza and mac and cheese are well-liked comfort foods among U.S. women and men. A telltale sign of mac and cheese's popularity is the Florida-based "I Heart Mac & Cheese" fast casual restaurant will open over 75 stores in 2022.



With consumers snacking more often, popcorn is having a renaissance. Ready-to-eat (RTE) popcorn continued to see growth across the board, with unit sales up 11% compared to pre-pandemic 2019. A new and interesting mashup is the Smartfood and Doritos collaboration. The Smartfood Doritos Nacho Cheese Flavored Popcorn features the ready-to-eat popcorn seasoned with the classic nacho cheese flavor.

Give consumers a taste of nostalgia in your savory formulas with Bedoukian's [BRI 435 2-METHYL HEXANOIC ACID](#). It offers a pleasant, cheese-like odor and is great for all types of dairy flavors, especially cheese and milk.



THE GREAT OUTDOORS - SMELLS LIKE NOSTALGIA

In addition to sweet and savory foods, the great outdoors is a powerful driver for positive scent memories with the smell of fresh-cut grass, sunscreen, summer rain, swimming pools, pine trees, and campfires.

Fine fragrances and candles are popular forms to capture scents reminiscent of these experiences. In fine fragrance, Maison Margiela's recent Replica When the Rain Stops launch is a good example. It is described as "a fresh scent that captures the moment after the rain stops - the wet grass and rays of sunshine peeking through." Nina Ricci launched Nina Soleil and it is described as "summer in a bottle" with mandarin, bergamot, Chantilly cream, gardenia, vanilla, and cedar notes. In candles, Yankee Candle interprets a variety of its popular summer scents in its new Signature 5-Wick Tumbler Candle line. The Catching Rays candle description reads "sharp orange and golden amber bring that great beach feeling of being warmed all the way through by a perfect summer sun" and Sun & Sand is portrayed as "a tropical beach breeze of sweet orange flower, lemony citrus, fresh lavender, and powdery musk."

Add some sunshine to your fragrance formulas with Bedoukian's [BRI 411 LACTONE OF CIS JASMONE](#), which offers a clean, jasmine absolute-like character while providing sophisticated, softly-sweet, creamy coconut nuances to a variety of fruity floral and tropical-like fragrances.

Nostalgic fragrances and flavors are here to stay. Let [Bedoukian](#) help make your fragrance and flavor formulas memorable. Browse our [catalog](#) or [contact us](#) for more information about our products.

SHARE YOUR KNOWLEDGE

We are feeling rather nostalgic as [Bedoukian](#) turns 50 this year! Do you know the name of a popular perfume that was one of the first fragrances to use a Bedoukian ingredient as a key element for its success?

Email us your answer at marketing@bedoukian.com. The first correct response will win a prize. We'll announce the answer and winner's name in our next e-newsletter.

BEDOUKIAN PRODUCTS IN THE SPOTLIGHT



[BRI 375 cis-3-HEXENAL](#)

cis-3-Hexenal is a versatile ingredient and can be used in both fragrance and flavor formulations. Powerful and diffusive, cis-3-Hexenal features green, fresh-cut grass and apple-like accords. For fragrance formulas, it drives green notes and balances herbaceous and floral compositions. Supporting the Nostalgia theme, cis-3-Hexenal works well with fresh outdoor scents such as grass, rain, and pine. On the flavor side, cis-3-Hexenal complements seedy berry top notes like raspberry and fresh fruits such as green apple.

[BRI 728 Nuezate™](#)

Bedoukian's Nuezate is compatible in both flavor and fragrance formulations. In flavor formulations, it pushes earthy notes typical of many tree nuts and works well in sweet and roasted applications. In line with the Nostalgia theme, Nuezate supports gourmand directions such as caramel, chocolate, churros, and s'mores. With its fresh, characteristic black walnut aroma combined with woody undertones and a subtle fruitiness, Nuezate adds complexity and depth to fragrance applications. It can be used to make gourmand scents pop.



AN INTERESTING F&F FACT

Speaking of the past, did you know that Tapputi, a woman from ancient Babylon, is credited as the world's first perfumer? A record of her was found on a 1200 BC Cuneiform tablet.

For any questions about [Bedoukian's products](#) or to request samples, please contact us at 203-830-4000 or send us an [email](#). We look forward to hearing from you!

