



### Scent and Taste Insights

## SPICING THINGS UP WITH LATIN AMERICAN FLAVORS AND FRAGRANCES

### THE WORLD IS A DIVERSE, ETHNIC MELTING POT

The world is a diverse mix of ethnicities and cultures. Travel and immigration have helped make the world smaller and different cultures are influencing each other.

A clear example of this is the rise of Latin American influences on flavors and fragrances. “Hispanic” and “Latino” are pan-ethnic terms used to describe people from various Spanish-speaking backgrounds such as Mexico, Puerto Rico, the Caribbean, Cuba, Central, and South America. In the U.S., the Census Bureau estimates there were roughly 62.6 million Hispanics in the U.S. as of 2021, making up 19% of the nation’s population, and Hispanic populations are growing elsewhere too.

The rise in the Hispanic and multiracial population has been influential in spicing up flavors and fragrances in consumer packaged goods and restaurants around the world.



### THE INFLUENCE OF LATIN AMERICAN FLAVORS AND AROMAS

Flavors and aromas from Latin American countries are popular in the U.S. and around the globe. According to ResearchandMarkets, the Latin American

flavors market reached \$2,548 million in 2022 and is projected to reach \$3,746.5 million by 2027.

Latin American cuisine combines a mix of cultural backgrounds and traditions. Foods are a combination of local ingredients and preparations of Indigenous people along with the influences and culinary traditions of the Old World, according to Adriana Urbina, an Institute of Culinary Education Chef. The spices and herbs in adobos (stocks) and sofritos (sauce or puree bases), like paprika, cumin, oregano, cinnamon, anise, chiles, coriander, and more combine to make each country's dishes unique.

Agua Fresca and Tepache beverages have Mexican roots and are making inroads far outside of Mexico. For example, according to Tastewise, Latin American beverages with consumer interest is growing 14% year over year in 2023. Aqua Fresca is a light non-alcoholic drink made from fruits, cereals, flowers, or seeds blended with sugar and water. Tastewise's research showed a 42% increase in consumer interest in aguas frescas over the past year. Tepache is also growing in popularity. It is a fermented beverage made from the peel and the rind of pineapples, sweetened piloncillo, and cinnamon.

On the fragrance side, vanilla is native to South and Central America and the Caribbean. Currently, vanilla fragrances are having a resurgence. The aroma of vanilla has universal appeal. According to a Bustle December 13, 2022 article by Olivia Rose Ferreiro, "a worldwide study based on 4,000 consumers from 11 countries, showed that depending on the country, consumers found vanilla either joyful, romantic, comforting, relaxed, or sensual."

## LATIN AMERICAN FLAVORS DRIVE CONSUMER EXPLORATION

Latin American flavors are driving consumer exploration as evidenced by their growing popularity.

National Restaurant Association's *2023 What's Hot Culinary Forecast* identified "Flavor tourism," consumers seeking to expand their palates with unique global fare, as a top trend. Of the Top 3 Global Trends, Caribbean (Puerto Rican, Cuban, Dominican) was number two followed by South American (Argentinian, Brazilian, Chilean) number three. According to Datassential's *Trends To Watch in 2023*, three out of the ten flavors & ingredients that will be popular this year are from Mexico. The three products listed are Mangonada (a Mexican dessert made of mango sorbet and chamoy topped with chili powder), Birria (a Mexican dish that originated in the state of Jalisco and is a flavorful stew served with its braising liquid), and Salsa Macha (a salsa from Veracruz, made with a variety of dried peppers, nuts, and oil).



Consumer packaged food and beverages have been incorporating Latin American flavors. For example, Fillo's launched Walking Tamales, a shelf-stable, clean-label, ready-to-eat tamale for on-the-go consumption. Flavors

range from savory like Bean Salsa Verde and Bean Salsa Roja to sweet such as Strawberry Coconut and Peanut Butter Piloncillo.

In the snack aisle, Old El Paso introduced Fiesta Twists in three Tex-Mex flavors: Cinnamon Churro, Queso, and Zesty Ranch.

LALA introduced authentic Licuados (traditional Mexican breakfast smoothies containing milk, fruit, and oats) in three flavors: Mango-Carrot, Papaya, and Vanilla Honey. Mark Anthony Brands Inc. launched Rey Azul ready-to-drink canned tequila soda made with authentic tequila in four flavors: Grapefruit, Lime, Mango, and Pineapple, each blended with sea salt.

**BRI 357 2-TRIDECENAL (HIGH TRANS) FCC** is a multifaceted ingredient good for both flavor and fragrance formulas. On the flavor side, it offers herbal notes of cilantro with a waxy note, characteristic of citrus peel good for citrus flavors, specifically orange. On the fragrance side, it features a powerful odor reminiscent of cilantro or coriander. Tridecenal adds freshness to the topnote and blends well with bitter orange and lime oil.



## LATIN AMERICA'S AROMATIC RESOURCES INSPIRE SCENTS

Latin America's greatest olfactory and aromatic richness come from nature. It is estimated that there are over 10,000 plant species, many with unique scents, found in Latin America's tropical islands and

rainforests. Latin America offers a plethora of aromatic raw materials from fruits, flowers, and spices. For example, avocado, pineapple, mango, and Brazil nut are often used in beauty products while vanilla, tonka bean, Peruvian balsam, herbs, and pink pepper are popular in fragrance.

Tropical fruits such as pineapple and herbs like cilantro are a muse for fine fragrance and scented personal care products. For example, Dawn Spencer Hurwitz's Pineapple King is self-described as a "sexy men's pineapple scent that is a cross between a modern, airy chypre and a fruity fougere with base notes of Hawaiian sandalwood, ambergris, musk, leather, and oakmoss." Lush Greens refillable deodorant by Saltair highlights tropical dewy notes of freshly torn stems, juicy pear, sunny lily, and teakwood. Aēsop's Coriander Seed body wash is a popular product that contains crushed coriander seeds and black peppercorns. Last year, Fantasia Inc. introduced its Natural Avocado Cilantro line of hair care products.

**BRI 9840 FRUITALEUR** is equally pleasant for fragrance and flavor formulas. On the fragrance side, it offers a fruity-tropical odor that imparts a sparkling, ethereal character enriched by subtle notes of pear and pineapple. It also connotes red fruit that works well in fruity and green complexes. On the flavor side, it features powerful and fruity notes and exotic nuances for tropical fruits such as pineapple and the sweet part of durian. It also has a red fruit character

good for strawberry, apple, and dark cherry flavors.

The growing Hispanic and multiracial population, coupled with consumers' interest in global cuisines and ingredients, will continue to inspire unique and innovative flavors and fragrances. Give your formulas some Latin flair with Bedoukian's high-impact aroma and flavor molecules sure to spice up your products!

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## HOT HYBRIDS

Our last newsletter asked, "What's the most unusual hybrid you have encountered?"

We received a variety of responses.

We loved the Ramen Burger and the Sushi Burrito, but we had to choose the Ugli Fruit as the most unusual. Ugli is a Jamaican fruit combining grapefruit, orange and tangerine but its rough and wrinkled skin make it very ugly. True to form, the name was even modified to make it unique and that is why it was chosen.



**For this newsletter, the question is:**

What is Hun Hunahpu's connection to food?

Email us your answer to [marketing@bedoukian.com](mailto:marketing@bedoukian.com). The first person with the correct answer will win a prize.

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## BEDOUKIAN PRODUCTS IN THE SPOTLIGHT



### [BRI 810 UNDECATRIENE](#)

[BRI 810 UNDECATRIENE](#) is a multipurpose ingredient for fragrance and flavor formulas. On the fragrance side, [UNDECATRIENE](#) offers powerful and diffusive green, galbanum, and elemi notes that provide a lift to a range of odor types. On the flavor side, it adds green bell

pepper and similar cilantro notes to an assortment of flavors. It also enhances the ripe notes of pineapple.

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### [BRI 828 BISABOLENE](#)

[BRI 828 BISABOLENE](#) is a versatile ingredient for fragrance and flavor

formulas. On the fragrance side, **BISABOLENE** is good for berry, spicy, citrus, balsam, myrrh, and Opoponax compositions. On the flavor side, it enhances waxy notes for green vegetables, specifically green beans. In addition, it adds waxy, fatty notes in tropical fruit flavors like mango, guava, papaya, and pineapple. BISABOLENE from Bedoukian is EU food grade compliant.

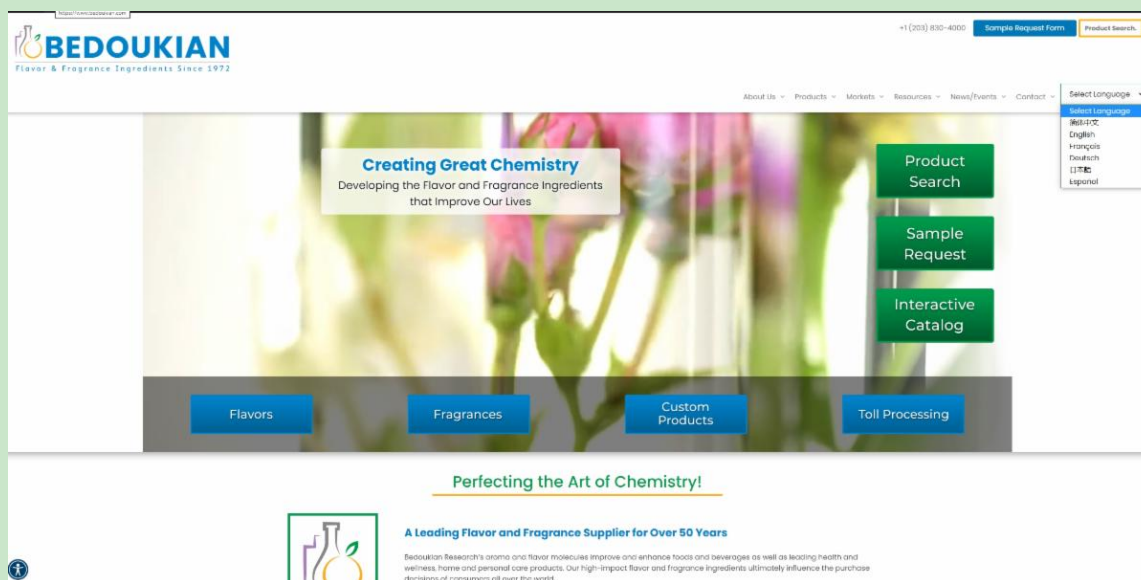


## BEDOUKIAN NEWS

The flavor and fragrance business is increasingly global and so is Bedoukian's business. Recognizing that we serve a variety of customers in different countries and speaking different languages, we have made an update to our website.

Last month, we added a translation tool to our website. While our website is written in English, the tool that has been added uses Google Translation to provide our content in what may be a more familiar language to the site visitor.

To use it, look for the newly added drop down menu in the upper right of the screen.



## F&F FUN FACT

It's hard to think of Italy without the tomato, Ireland without the potato, Switzerland without chocolate, or Asian cuisine without spicy peppers. Without the agricultural efforts of ancient Mesoamericans (Aztec, Maya, Olmec, Toltec, and Zapotec) many of the global foods we enjoy today would not be available.

Fortunately, Latin American countries have been producing great ingredients and flavors for thousands of years -- influencing the cuisine around the world.

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!

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