

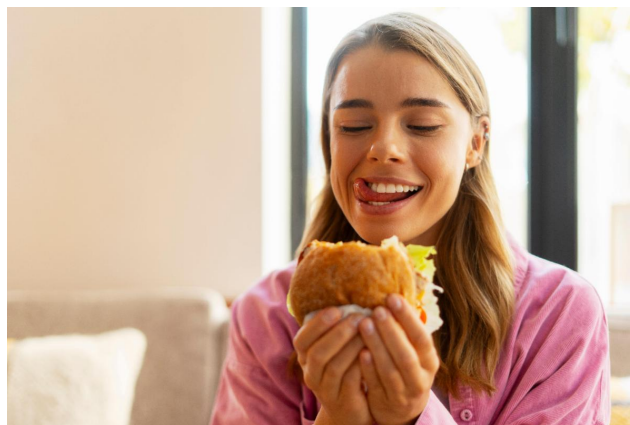


Scent and Taste Insights

NOSTALGIA 2.0: NEWSTALGIA

LOOKING BACKWARDS AND FORWARDS

Newstalgia (a portmanteau of the words new and nostalgia) was coined by Seattle DJ Sean De Tore in 2009. De Tore used it to refer to fashion and music. However, 15 years later, Newstalgia applies to all markets. For example, in 2022, the term was prevalent for interior design and fashion, which combined vintage and contemporary design elements. Even Adobe named *New Nostalgia* “contemporary interpretations of vintage styles” one of its four annual 2024 Creative Trends. Now flavors and fragrances used in consumer packaged goods are experimenting with Newstalgia.



As discussed in [Bedoukian's Nostalgia and Sentimental Scents newsletters](#), consumers have an emotional connection to flavors and fragrances. In the F&F industry, Newstalgia borrows comforting flavors and scents from the past and combines them with new technologies, ingredients, or formats. This combination of old and new creates novel experiences for the next generation.

CLASSIC FLAVORS GET AN UPGRADE



Comfort foods continue to be near and dear to consumers. According to Mintel, 38% of U.S. consumers like flavors that remind them of their childhood. And now consumers are looking for modernized comfort food. According to GrubHub, restaurants provide modern takes on classic comfort food, and 65% of restaurant operators expect this trend to continue. Watch as hybrids and mashups evolve in this space.

For example, Kraft Singles and Top Chef finalist Shirley Chung developed Kraft Singles' Souplings, a Chinese American fusion of tomato soup and grilled cheese dumplings.

Pinterest Predicts 2024 revealed searches for food combinations in very unexpected ways were popular. Pinterest labeled this trend *Melty Mashups*, which takes two ooey-gooey, treat-yourself favorites and marries them to make mouth-watering, melty mashups like "burger quesadillas" and "pizza pot pies." In Japan, this summer, Burger King offered a limited-time Shrimp Whopper, which was described as "Surf and Turf" because it featured garlic shrimp paired with beef patties. In the U.S., Lasagnasoup placed number two on the 2023 most-Google-searched recipes of the year.

On the sweet side, *The Retro Revival Lives Ontrend* called out by Mondelez International, sees retro ingredients and dishes being elevated and modernized in new ways, especially in desserts. For example, Last Crumb and Fly By Jing collaborated on a limited-edition holiday collection, which infuses sweet cookies with the bold, Sichuan-inspired heat from Fly By Jing's chili crisp condiments. The collection showcased nine cookies including the *Enter The Dragon* cookie that combines French dark chocolate and orange zest with Fly By Jing's Xtra Spicy Chili Crisp. Nature's Premium Fruit Pearls are an update on a frozen dessert popular among kids. The pearls are a cryogenically frozen mix of real fruit and creamy yogurt. In dessert recipes, Baklava cheesecake is gaining momentum. It takes the creamy and fresh classic cheesecake and combines it with the crispy and sweet Middle Eastern dessert creating a variety of unexpected flavors and textures.

BRI #728 Nuezate™

Bedoukian's [Nuezate \(PENTANOIC ACID\) BRI #728](#) can be used in both flavor and fragrance formulations (depending on local market regulations). In flavor formulations, it pushes earthy notes typical of many tree nuts and works well in sweet and roasted applications.

[BRI #728 Nuezate \(PENTANOIC ACID\)](#)

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,

[BRI #728 Nuezate \(PENTANOIC ACID\)](#) adds complexity and depth to fragrance applications. It can be used to make gourmand scents pop.

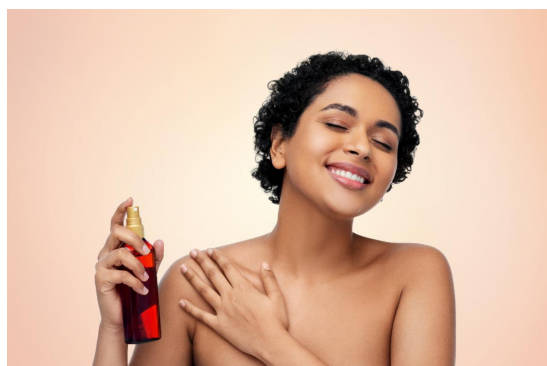


A SIP BACK IN TIME

The iconic martini cocktail has been trending since 2021. According to Food & Wine editors, in 2023 consumers embraced the classics with nostalgia-inspired hospitality. From sweet to savory flavors, anything goes for martinis. Flavor twists such as Espresso martinis are going steady. According to Glimpse, interest in Espresso Martinis grew 25% over the past year, compared to the year before with 148K

searches per month, as of October 2023.

Bacardi's 2024 Cocktail Trends Report identified *Escapism Elixirs* as one of the trends to watch. It is described as "Cocktail culture is transporting consumers across destinations, countries and even eras – as classic spritzes and ornate sips help to recreate nostalgic, convivial moments year-round." In Copenhagen, Denmark, PepsiCo collaborated with Empirical to offer Empirical x Doritos Nacho Cheese alcoholic beverage.



'90s SCENTS & BODY SPRAYS MAKE A COMEBACK

What's old is new again. There's been a resurgence of the '90s in fashion, beauty, and fragrance. Body sprays, once popular for teens, and vanilla scents have resurfaced and have gotten an upgrade. The scents are less sweet, cloying, and teen-like, and are

now sophisticated. Luxury and niche brands are launching new interpretations of body sprays. For example, Phlur recently released body mists in Amber Haze, Mango Mood, and Vanilla Skin scents. Phlur also launched Mood Ring EDP, which is described as a "fruity floral fragrance [that] starts with the nostalgic sweetness of fruit gummies bursting through bright orange zest and dragon fruit pulp, while sunny blooms of marigold and orange flower add a dreamy ambiance." According to Circana, sales of prestige fragranced body mists have grown by 185% during the first half of 2023 in the U.S.

Furthermore, interest in body sprays saw a spike with 91,400 searches on average each month, a growth of 9.8% compared to 2022, according to Spate.

Vanilla is warm and comforting. It is a beloved flavor and fragrance ingredient. It's no surprise that vanilla fragrances are having a moment. Spate also reports that Google searches including vanilla now average 138.6K a month, a 22.1% growth year over year (the most significant positive change for any fragrance note). The hashtag #vanillaperfume on TikTok is garnering 4.4 million average weekly views. Tom Ford's latest launch, Private Blend Vanilla Sex, "features three specific vanilla notes that meld together to create both glamorous brightness and seductive depth. The first, Vanilla CO2 Extract, sets the stage while the brand's exclusive Vanilla Tincture India (created specifically for this scent) wraps the senses in a soft, evocative embrace. Lastly, the dark Vanilla Absolute strikes a contrast to deepen the experience."

The revival of body sprays and vanilla scents are two current examples of products of the past that are being reinterpreted and modernized for younger generations.

GLYCOL ACETAL

Bedoukian's [VANILLIN PROPYLENE GLYCOL ACETAL \(BRI #830\)](#) offers a long-lasting, intense vanilla aroma with aromatic, sweet and/or spicy undertones. Used to supplement Vanillin, [BRI #830 VANILLIN PROPYLENE GLYCOL ACETAL](#) is stable in alkali environments and reduces discoloration. This versatile ingredient is excellent for use in candles and soaps. As a flavor ingredient, [BRI #830 VANILLIN PROPYLENE GLYCOL ACETAL](#) features smoky vanilla notes for a variety of nostalgic flavors like toasted marshmallow and chocolate fudge.



The Future of Nostalgia

In the flavor and fragrance world, creativity is unlimited. We are able to draw upon the past while exploring the new. Mixing familiar with unfamiliar fragrances and flavors creates excitement that consumers are embracing. Bedoukian's high-impact aroma and flavor molecules are versatile and excellent in enhancing your newstalgia-themed scented and flavored formulas.

A ROYAL STINK

In our last newsletter, we examined the emotional power of scents. In our quiz, we asked, "What is the Perfumed Court?" While we offered a prize for the correct answer, we did not receive one.

The Perfumed Court refers to the court of Louis XV in France. During Louis XV's reign, it was customary to apply fragrance daily to the skin, clothes, fans, and furniture. A fragrant time for sure!



This time, our quiz is on the sensory connection to nostalgia. An old song can trigger memories from childhood and odors can impact our emotions. What well-known neurologist first seriously studied the cause and effect of scents on emotions?

Please email your response to marketing@bedoukian.com. A prize will be sent to a randomly selected entry from one of the correct submissions.

FUN FACT



Before nostalgia was defined as “a sentimental longing or wistful affection for the past,” it was considered a psychiatric disorder and deadly disease. In 1688, Swiss physician Johannes Hofer coined the term nostalgia in a medical report. Hofer’s document sparked many horrifying treatments like leeches, stomach cleansing, and bullying to cure nostalgia. It is no surprise that none of these “cures” for nostalgia were successful.

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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