



Scent and Taste Insights

FOODIE FRAGRANCES

Fragrance has always been a key factor in flavors, but flavors have increasingly become a factor in fragrance. There is a proliferation of food-inspired scents happening in the market.



Gourmand is defined as “mouth-watering scents with addictive notes that tend to smell edible,” and its popularity has been growing. Gourmand notes tend to be associated with edible sweets and desserts such as variations on vanilla, chocolate, and coffee often combined with fruits. However, Gourmand’s definition is expanding and inspiration from savory foods like herbs, condiments, fried chicken, and beverages is broadening the definition with new foodie fragrance launches.

The latest label “neo-gourmands” refers to “experimental and offbeat scents that take food notes to artisanal dimensions.” According to Alexandra Pauly, beauty editor at Highsnobiety, “We will probably start to see a shift away from dessert-like, sweet gourmand notes and a shift towards something more savory like matcha and mint, versus caramel and brown sugar.”

From traditional gourmands to neo-gourmands, Bedoukian’s high-impact fragrance and flavor ingredients offer the best of both worlds for perfumers and flavorists alike.

SMELLS GOOD ENOUGH TO EAT

In 1992, Thierry Mugler launched Angel, which is credited with being the first modern gourmand fragrance. Angel has a variety of sweet, warm, and fruity notes



such as chocolate, caramel, vanilla, honey, praline, cotton candy, and more. Since then, gourmand scents have proliferated as mentioned in Bedoukian's [Seasonal Scents and Flavors](#) newsletter.

According to Spate, searches for gourmand fragrances are predicted to increase by 33.9%. Within the category, caramel perfume is expected to see the

biggest jump, with an over 42% increase. Other gourmand scents predicted to trend include marshmallow perfume and vanilla perfume.

Gourmand scents in fine fragrance are having a moment while well-known food and beverage brands join the collaboration craze with personal care and home fragrance introductions.

Azha Perfumes released Baklava perfume "Inspired by the rustic charm of an old Middle Eastern bakery, it's a blend of sweet honey, rose water, vanilla, and burnt sugar, intertwined with the warm, spicy notes of cardamom, roasted pistachios, walnuts, and a hint of citrus." Claire's jewelry and fashion accessories retailer entered the market with five gourmand-scented variants: Caramel Brulée, Caramel Pistachio Brittle, Strawberry Colada, Strawberry Pistachio Crumble, and Toasted Coconut Macaron. They are to be worn individually or layered.

There has been a lot of partnership activity in gourmand personal care launches. Native has launched new collaborations inspired by four of Dunkin's popular donut flavors, the Native x Dunkin' collection features Boston Kreme, Blueberry Cobbler, Strawberry Frosted, and Vanilla Sprinkle scents and available exclusively at Walmart. Native has created a similar partnership with Jarritos. The Native x Jarritos line offers products inspired by Mexico's traditional flavors like Mandarin, Passion Fruit, Pineapple, and Watermelon, and are available exclusively at Target. Both lines offer deodorant, body wash, hand and body lotion, shampoo, and conditioner.

Dove has partnered with the popular cookie retailer Crumbl. The Dove x Crumbl collaboration features body wash, body scrub, deodorant, and liquid hand wash, in three Crumbl cookie-inspired scents: Confetti Cake, Lemon Glaze, and Strawberry Crumb Cake. As a nod to Crumbl's signature pink box, Dove changed the color of its packaging to pink for the first time.

Gourmand scents have long been popular in candles. Recent examples include Bath & Body Works' Sweetheart Cherry, which highlights wild cherry, crushed pistachio, and whipped vanilla, and Perfect in Pink with cherries, pink camellia, and whipped almond crème.

Goose Creek is known for partnering with food and beverage brands and translating their classic flavors into candle scents. The newest partnership is with M&M'S and there are nine varieties available such as Milk Chocolate M&M'S, Holiday Mint M&M'S, and Peanut M&M'S.

This past fall, Joya Studios worked with A24 to create an immersive experience with blueberry pie-scented screenings of the horror film *Heretic*. As part of the collaboration, Joya made a Blueberry Pie candle named A24 x Joya "Heretic."

[BRI #614 2-Octen-4-One](#)

Bedoukian's [2-Octen-4-One \(BRI #614\)](#), as a flavor ingredient, offers sweet and fruity notes



reminiscent of fresh strawberries. It is used to add sweet notes to a variety of fruit flavors. In fragrance formulations, [BRI #614 2-Octen-4-One](#) has a powerful, green, fruity aroma with pineapple and berry notes, and can be used to boost green, fruity topnotes in fruit and floral fragrances especially berry/strawberry types. This product has an IFRA guideline associated with it. Please contact [Bedoukian Research, Inc.](#) for more information.

SAVORY SCENTS HEAT UP

From condiments and fried chicken to Asian flavors, savory foods are leading inspiration in scented consumer products. For example, Hellmann's and



Tennessee Titans quarterback Will Levis launched the limited-edition Will Levis No. 8 mayonnaise-inspired scent, which “combines hints of tart lemon, coffee, musk, vanilla, and a mayonnaise accord.” Auntie Anne’s translated its recognizable pretzel scent into an exclusive fragrance, dubbed Knead: Eau De Pretzel perfume, which is “infused with notes of buttery dough, salt, and a hint of caramel sweetness.” In the UK, KFC released the limited-edition No. 11 Eau de BBQ perfume designed to capture the “irresistible scent of a BBQ” with “smoky and woody notes with an undertone of charcoal” and the top notes mimic the brand’s secret blend of 11 herbs and spices.

Brands such as d'Annam and Elore create Eau de Parfum inspired by Asian culture. Pho Breakfast by d'Annam is inspired by “The experience of savoring beef pho, Vietnam's national dish. This fragrance mirrors the dish’s core ingredients, echoes the warmth of spice blend, and weaves in hints of fresh herbs like basil and cilantro.” Jang: by Elora “pays homage to traditional fermented sauces that form the foundation of Korean cuisine. The robust scent of soybeans, jinjang (aged soy sauce), and charcoal is softened by the sweet embrace of jasmine and ylang-ylang, with deep, earthy undertones reminiscent of the clay vessels.”

In addition to fine fragrance, iconic food and beverage brands are teaming up with home fragrance brands to create limited-edition scented products inspired by popular flavors. Kentucky Fried Chicken and Homesick Candles launched the limited-edition line of Bucket Of Chicken Air Freshener and Candle, and Buttery Biscuit Candle. Campell's and Camp partnered on the Scents of Sides Season limited-edition candle collection in Apple, Fennel & Herb Stuffing, Everything Bagel-Seasoned Mashed Potatoes, Green Bean Casserole, and

Jalapeno Cheddar Mac & Cheese aromas.

Herbs and vegetables are also inspirational. For the holidays, Chipotle introduced the All I Want is Chipotle set, which included the brand's polarizing Cilantro soap and the Water Cup candle with a lemonade aroma, as well as a Car Napkin Holder made from vegan cactus leather. Malin + Goetz's Tomato Home Spray is an alcohol-free formula with odor-neutralizing technology and a fresh blend of herbs and ripe tomato notes from San Marzano leaves. These savory scents and collaborations are attention-grabbing and engage consumers.



[BRI #809-SUS 1,3,5-UNDECATRIENE FCC](#)

[1,3,5-UNDECATRIENE FCC \(BRI #809-SUS\)](#)

is a sustainable multipurpose ingredient for use in fragrance and flavor formulas. On the fragrance side, [1,3,5-UNDECATRIENE FCC](#) offers powerful and diffusive green, galbanum, and peppery notes that provide naturalness and lift to a range of odor types. On the flavor side, [BRI #809-SUS](#) adds green bell pepper, green chili pepper, and similar vegetable notes to an assortment of flavors.

DRINKING UP THE SCENTS

In addition to savory foods, beverages such as Matcha, coffee, and alcohol influence olfactive directions. According to Spate, there are 1.6K average monthly searches on Google for matcha perfume with a +127.4% YoY growth in searches compared to last year. On TikTok, the matcha perfume trend receives 26.1K average weekly views and boasts an 8.6/10 TikTok sentiment score. As a tie-in to her popular song, "Espresso," Sabrina Carpenter has added Me Espresso to her growing portfolio. The perfume has notes of espresso bean, cocoa powder, vanilla orchid, biscotti, and more. Dolce & Gabbana's new Devotion For Men EDP is a Woody Spicy fragrance that blends coffee, Italian lemon, and patchouli notes.



Alcoholic beverages such as beer, whiskey, and tequila are also popping up. As a follow up to Miller Life's limited-edition Bar Smells candle collection, Miller Life released the limited-edition Dive Bar-Fume fragrance. The scent captures the essence of a favorite dive bar with notes of cedarwood, patchouli, tobacco, leather, and more. d'Annam offers a Japanese Whiskey Eau de Parfum with whiskey, Mizunara oak, malted barley, clary sage, sandalwood, and chestnut accords. Maison Solís is an agave-inspired niche fragrance line available in three products: Añejo, Blanco, and Reposado.

TAKE A BITE

Gourmand fragrances are evolving and making room for both sweet and savory directions. The sky is the limit for inspiration from food and beverage. New ingredients, scents, and collaborations create consumer engagement. Bedoukian's high-impact aroma and flavor molecules are exceptional and versatile. Explore our online [interactive catalogs](#) to find high-quality Bedoukian ingredients for your next gourmand fragrance or flavor formulation or contact us for more information about our products.



BEYOND THE TRADITIONAL SCENTS

The last e-newsletter focused on holiday traditions, and we asked, “What scent do you most associate with the holidays?” Pine trees, baked goods, a wood fire, and peppermint were common responses. More unusual responses included “the smell of cold” and Chinese food (a traditional holiday meal for at least one reader.).

Staying on the topic of fragrance but moving away from food, for this quiz we'd like to know the name of the scent produced when rain falls. Please email your response to marketing@bedoukian.com and the first correct answer will receive a prize.



FUN FACT

In medieval Germany, gingerbread cookies were often used as a form of wearable fragrance. The cookies were typically worn around the neck and provided a sweet and spicy aroma. Savory foods, such as caviar and bacon, have inspired fragrances as well as odd ingredients like



gasoline, gunpowder, and even human secretions. Fragrance inspiration and ingredients seem to be only limited by the imagination of perfumers. Arguably, one of the most out-of-this-world fragrance ingredients was created over 25 years ago. In 1998, a rose was taken aboard the Discovery space shuttle to study the effect of gravity on its scent. As it turns out, the “Space Rose” ingredient possessed a “floral, woody, and spiritual” scent that was later incorporated into a perfume complete with a futuristic bottle.

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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