



Scent and Taste Insights

## Escapism Fuels Exotic Flavors and Fragrances

Travel has been directly affected by COVID over the past two years. The inability to go out and experience other cultures has led to a trend of bringing international cuisines and aromas into our homes.

The Grocer Magazine commented on this trend, “We’ve experienced a surge in people searching and engaging with content that helps them understand, appreciate, and participate in each other’s cultures and brings us closer together.”

Supporting this observation further, AugustMan has indicated that traditional Norwegian recipes have experienced a 120% increase in net searches. Philippine recipe searches are up 35%, traditional South African recipes have increased by 150%, and traditional Arabic cuisine has doubled.

While people are not able to easily travel to distant lands right now, everyone has the ability to curate an exotic experience in the comfort of their own home using a wide range of international ingredients.

The terms “escapism cuisine” and “borderless cooking” have become popular in recent months since they refer to new intercontinental experiences. With escapism cuisine comes a crossover of novel aromas into the home; opening a door to the world of exotic fragrances that are spicy, herbaceous, salty, with a hint of sweetness, and quite unique.

Mandy Lee created the cookbook “The Art of Escapism Cooking: A Survival Story, with Intensely Good Flavors”. The book is not only a lifestyle story but an account of adapting to new foods and ingredients due to circumstances. Mandy moved from New York to Beijing for her husband’s work and soon found her kitchen was filled with “warming spices and sticky sauces”. Covid has compelled others to similarly adapt.

### Exotic Escapism: Spice it Up

According to sidechef.com, global spicy flavors are getting hotter in 2022. Spicy flavor profiles with

notes of sweetness are expected to become even more popular, especially from global cuisines such as Korean Gochujang, Mexican Tajin, Japanese Furikake, and Indonesian Sambal.

Cardamom is an exotic spice that is gaining in popularity. With a profile similar to ginger and turmeric, it is frequently used in both sweet and savory dishes in global cuisines from India, the Middle East, and even Scandinavia. Cardamom is expected to have an annual growth rate of over 6% during the next five years.



Products incorporating cardamom are also growing and take advantage of its ability to offer consumers exotic tastes and scents. Milk Street's Turkish Cardamom Spice Coffee Sugar is marketed as "beyond coffee and tea" and provides a flavor boost to a variety of foods. Nature's Wick offers their Cardamom & Tonka Candle described as "soothing tonka bean energized by a dash of warm spices and fresh lemon." Lush offers their Cardamom Coffee fragrance; which is said to be bursting with a rich aroma of spices including cardamom.

**BRI 381 CARDAMOM ALDEHYDE FCC** conveys a strong, zesty citrus peel with cardamom notes. It has various applications in citrus flavors, especially orange, tangerine, mandarin, and grapefruit. It is also, a great ingredient for cardamom, cilantro, ginger, Asian pear, yuzu, and some seafood flavors. Products that use Cardamom Aldehyde FCC as an ingredient enable consumers to have the aroma wafting through the home and create feelings of being in far-away lands.



## Exotic Escapism: Floral Accents

Florals have been around for centuries, (with the earliest known use dating back to the era of ancient Egypt). Their staying power, popularity, and relevancy have not changed. Jasmine, or "Yasmin" in Arabic, means fragrant flower and is one of the more popular exotic florals often adorning wedding garlands or a bride's bouquet because it is considered a symbol of purity, love, and beauty.

In many parts of the world, Jasmine is used to flavor beverages, frozen dairy desserts, candy, baked goods, gelatins, and puddings. Additionally, it can be used in savory foods as it conveys a spicy accent to chicken and fish dishes.

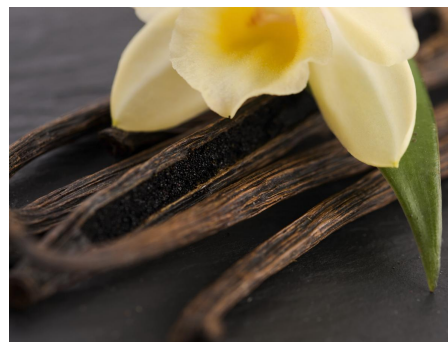
Jasmine is also found in products designed to make consumers feel that they are elsewhere in the world. Trader Joe's Organic Jasmine Rice is grown in the valleys of northern Thailand and has a hint of jasmine. The Republic of Tea's Asian Jasmine 100% White Tea is described as fragrant jasmine married with tender white tea buds."

The aroma is equally appreciated as it is considered sensual and sweet and is often used in creams, lotions, candles, and perfumes. Le Labo's Jasmin 17 is a jasmine scented perfume created as an alternative to the old-fashioned traditional floral signatures. Diptyque's Jasmin Scented Candle is described as an "elegant candle featuring the floral scent of the subtle yet persistent jasmine."

**BRI 399 METHYL JASMONATE** imparts floral (jasmine) notes along with peach, apricot, grape, and other flavors. The aroma is floral in character and close to a true jasmine scent. It is an excellent aroma for perfumes and cosmetics. Methyl Jasmonate offers an exotic outdoor feel with a truly global reach and appeal.

## Exotic Escapism: Sweet Vanilla

Vanilla has become so, well, "vanilla", it is easy to forget that it is was once a unique and exotic flavor and fragrance ingredient. Many people associate vanilla with comfort and consider it soothing, in part because it has become so familiar.



Vanilla is anything but boring. New twists are being seen frequently in upscale flavor and fragrance creations. Try Mexican, Madagascar, Indian, or Tahitian Vanilla to transport your senses and palette to another time and place.

According to The Expresswire, the worldwide market for Vanilla is expected to grow at 5.5% annually over the next five years. This is due in part, to its use in flavoring the ever evolving arena of "alternative milks". An example, Hemp Vanilla Plant Based Beverage is described as smooth and creamy with a nutty flavor. A more traditional milk product, created by Topsy Scoop, is popular with vanilla lovers as the dish features vanilla cake layers and vanilla bean bourbon ice cream.

Sephora released their 2022 Top Lists of vanilla in perfumes, colognes, candies and more. Included in this list are Tom Ford's Tobacco Vanille and VOLUPSA Santal Vanille Home Diffuser.

**BRI 830 VANILLIN PROPYLENE GLYCOL ACETAL** is sweet, smoky, phenolic, vanilla. The smoky vanilla notes work well with toasted marshmallows, chocolate fudge, and more. The fragrance offers a sweet, vanilla aroma and is used to supplement vanillin. Vanillin Propylene Glycol Acetal brings the exotic, but very familiar, it enhances the scent and taste of vanilla to consumer products globally.

Until travel picks up again, whether in a foreign land or close to home, the trend to enhance one's life with far-away scents and flavors will continue for years to come.

---

## SHARE YOUR KNOWLEDGE

In our last e-newsletter, we offered a prize to the first person who emailed us the name of the popular perfume that was one of the first fragrances to utilize a Bedoukian ingredient as a key element in its success.

The perfume was “Charlie” by Revlon. Charlie was launched in 1973 as a floral aldehyde fragrance for women. Top notes were aldehydes, hyacinth, galbanum, jasmine and gardenia; middle notes were lily-of-the-valley, geranium, jasmine, coriander, white lily and violet; base notes were oakmoss, sandalwood, vetiver, musk and vanilla.

Charlie was positioned as a classy perfume but priced to keep it affordable. Its popularity led to the additional creations of Charlie Blue and Charlie White. Ads in the U.S. had a catchy, jazzy jingle and featured actress Shelley Hack (ironically, she later starred in the TV show *Charlie's Angels*). The original Charlie perfume is still available in some locations.

Unfortunately, no one submitted the correct answer to our quiz, but you may have better luck this month as we are taking a poll – so there is no wrong answer!



**With exotic flavors in mind, what is the most unusual ice cream flavor you have tried?**

Email us at [marketing@bedoukian.com](mailto:marketing@bedoukian.com) with your response (and whether you liked the ice cream or not.)

We will randomly choose a submission for a prize and list the top five flavors in our next e-newsletter.

---

## BEDOUKIAN PRODUCTS IN THE SPOTLIGHT

### **BRI 493 GUAVANATE**

Guavanate is great for use in flavor and fragrance formulations. It offers exotic, musty, tropical notes characteristic of pink guava, as well as creamy accords of mango. Guavanate is excellent for mango, guava, the sweet part of durian, longan, grapefruit, melon, apple, banana, pineapple, and other tropical flavors. It can also be used for creamy notes of coconut and sweet dairy flavors. The aroma is sweet and exotic with slightly woody notes and has a creamy dry-down. Guavanate gives complexity and depth to fruity





florals and tropical accords - specifically guava. Guavanate also evokes tropical breezes, fruity accords, and salty notes.

### **BRI 818 TERRASOL FCC**

Terrasol can be used as a flavor and a fragrance ingredient. The taste is characteristic of root vegetables with notes of beets, mushroom, potatoes, and oolong tea. Terrasol, at higher levels, is excellent for enhancing root vegetable flavors and, at lower levels, it adds naturalness to lime. Terrasol is also interesting to add root beer, mushroom, pepper, and earthy flavor notes. Fragrance-wise, Terrasol has an extremely powerful earthy, ambergris odor with a patchouli top note that blends extremely well with oriental compositions.



## **Bedoukian News**

As you may know, 2022 is the 50<sup>th</sup> anniversary of the founding of Bedoukian

Research, Inc. We have many things planned in relation to this important milestone. One of the more visible elements is that we have updated our logo. The version visually ties our name to our industry.

Also, we will be introducing a new website that will make it easier for our customers to find the information they need.



## AN INTERESTING F&F FACT

Orris is considered the rarest scent in the world. Ancient Greeks and Romans bottled it as essential. Today, it can be found in products throughout the world, but it can cost more than gold! (Bedoukian offers BRI 330 – [Orrisol](#) for less than the cost of gold!)

---

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!

---



© 2022 Bedoukian Research, Inc. All Rights Reserved.