



Scent and Taste Insights

SUSTAINABLE IS PREFERABLE

Spring is a time for rebirth and the perfect time to talk about sustainability. With an increased focus on the environment, and our impact on it, sustainability is a popular buzzword appearing in headlines around the globe.

Across industries, consumers are demanding sustainable products and services. To address the issue, consumer packaged goods, such as food, beverage, and beauty, manufacturers are launching sustainable initiatives including better business practices, carbon offsets, local sourcing, and eco-friendly packaging.

GROWING DEMAND FOR SUSTAINABLE PRODUCTS

According to NIQ's (formerly Nielsen IQ) *Growing Sustainable Beauty Trends for Emerging Brands in 2023* report, responsible sourcing is one of the most important sustainability claims to 45% of consumers, and a further 24% of consumers want brands to increase their use of ingredients produced in a more sustainable way. Furthermore, 69% of consumers said sustainability has become more important to them over the last two years.

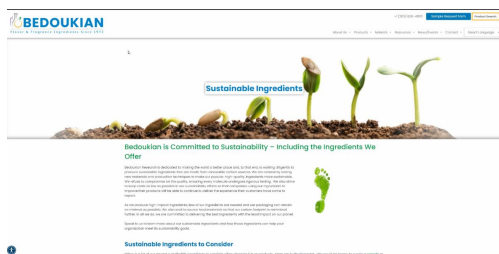


According to the 2022 *Edelman Trust Barometer* survey, 52% of people say businesses are not doing enough on climate change.

NIQ's data ending August 6, 2022, versus three years ago, found that consumers are tailoring their shopping and product choices around specific attributes, ingredients, and packaging trends:

- Animal welfare (up 37%)
- Environmental (up 25%)
- Social responsibility (up 22%)
- Sustainable packaging (up 18%)

Consumer demand for sustainable products and services is not waning. It's imperative that manufacturers and service providers evaluate their sustainability initiatives and offer better-for-you and better-for-the-planet products.



BEDOUKIAN ADDS SUSTAINABLE INGREDIENTS

To keep up with consumers' growing demand for sustainable products, Bedoukian has added a new [“Sustainable Ingredients” section](#) on our website.

Many of Bedoukian's ingredients have always been sustainable and others we have reformulated to make sustainable. By creating this new section, all sustainable ingredients are more easily identifiable. Similarly, we have added an "SUS" suffix to the BRI number to also help easily recognize the sustainable ingredients.

This new, easy to use [section](#) lists ingredients Bedoukian offers that are sustainable and include documentation from our suppliers that the source materials meet our environmental objectives. Our customers can now easily identify sustainable products to support their sustainability goals.

Bedoukian will continue to add new sustainable ingredients to this list as we find innovative ways to produce flavor and fragrance ingredients more sustainably. Check out some of Bedoukian's ingredients.

[BRI 279-SUS HYDROFLEUR®](#) is made from FSC-certified pine trees and is a 100% renewable and sustainable ingredient. Made in collaboration with P2 Science, [HYDROFLEUR](#) is a naturally developed fragrance, vegan compliant, recycled from the by-products of the paper and pulp industry, and adheres to the 12 Principles of Green Chemistry.



[HYDROFLEUR](#) features powerful, crisp, watery, and ozonic nuances with dewy white floral notes reminiscent of muguet and tuberose, combined with fruity shades of raspberry and melon. Even when used in trace amounts, it boosts floral notes and works extremely well in floral and fruity types to add freshness, radiance, and complexity.

This high-impact aroma chemical meets Clean Beauty and Clean Fragrance standards.

As demand for sustainable ingredients continues to grow, both flavor and fragrance ingredients need to be created to support the needs of end product producers.

[BRI 356-SUS VALENCIAL® FCC \(TRANS-2-DODECENAL\)](#) is a sustainable flavor and



fragrance ingredient.

Fresh, clean, and aldehydic with herbal nuances, as a fragrance ingredient [VALENCIAL](#) captures the citrus character of mandarin, orange, and tangerine. With its fatty, waxy, and citrus peel notes accented by herbals.

[VALENCIAL](#) is an excellent flavor ingredient for citrus flavors and works well in cilantro and similar herbal-type flavors. It can also be utilized to impart fatty notes of melon and cucumber.

Consumers are driving sustainability initiatives and it is only going to continue.

NIQ's data reveals that 78% of consumers say a sustainable lifestyle is important to them and 30% are more likely to purchase products with sustainable credentials. Furthermore, one in four consumers believe companies are not making it easy for them to act in this way.

Bedoukian is taking steps to make it easier for our customers to provide consumers what they want.

AMAZING MAYANS

Our last newsletter focused on Latin American influences on fragrances and flavors. In it, we asked, "What is Hun Hunahpu's connection to food?"

We received one correct response and that winner will receive a prize.

For everyone else, Hun Hanahpu was the Mayan god of maize/corn.

For this newsletter...

We'd like you to share the steps you are taking in your personal life to improve your environmental footprint. We will share your unique ideas in the next newsletter for others to be inspired and adopt the same practices in their personal life. We will also randomly select a winner from all submitted ideas to receive a prize.

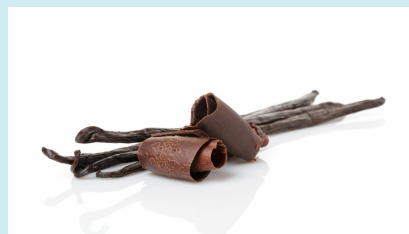
Email your personal sustainable initiatives to marketing@bedoukian.com.



BEDOUKIAN PRODUCTS IN THE SPOTLIGHT

BRI 894-SUS ETHYL PALMITATE

ETHYL PALMITATE is a versatile ingredient for fragrance and flavor formulations. In fragrance formulations, its soft waxy nuances drive balsamic notes in vanilla and other sweet fragrance ingredients. On the flavor side, with its fatty and waxy character, ETHYL PALMITATE enhances the richness of distilled spirits such as whiskey, brandy, and wine.



BRI 885-SUS PALMITIC ACID (NATURAL)

PALMITIC ACID is compatible in flavor and fragrance formulations. In flavor formulations, it pushes fatty and waxy notes excellent for dairy-type applications. In fragrance, PALMITIC ACID adds fatty notes and depth to various applications.



BEDOUKIAN NEWS

Bedoukian is committed to sustainability and we are continually improving our carbon footprint.

We have implemented many programs in our manufacturing process to reduce waste and make processes more sustainable. A benefit of

our high-impact ingredients is that they require less packaging making orders more environmentally friendly.

We have even taken steps in our employee kitchens to make them greener by using corn-based plastic utensils and recycling K-cups used by our team for their morning coffee.

We continually look to make our business more environmentally friendly by implementing sourcing and manufacturing initiatives. Remember to check out our new [“Sustainable Ingredients” section](#) on our website.

F&F FUN FACT

Unfortunately, much of the news regarding the environment is negative, but not all of it!

Fungi play a vital role in ecosystems and in supporting the environment. Fungi are known to

digest minerals out of rock formations, consume fossil fuel spills, and even de-radiate contaminated environments. In addition to mushrooms' ability to support the environment through carbon and nutrient cycling, Mycelium, the fast-growing root structure of mushrooms, is gaining attention for its sustainable properties.

Mycelium is a sustainable ingredient appearing in plant-based meat substitutes, packaging design, and leather substitutes for the fashion and auto industries. Adaptogenic mushrooms such as Chaga, Cordyceps, Lion's Mane, and Reishi are emerging in food and beverages because of their functional properties.



Fungi are mushrooming and championing the environment.

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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