



Scent and Taste Insights

## FORTUNE FAVORS THE BOLD (AND BRIGHT)

Consumers seek new experiences and are open to exploring unusual flavors, fragrances, and unique combinations. New products thrill consumers. In food and beverage, spicy flavors continue to reign supreme, while bold umami, salty, and sour profiles emerge.



According to Mondelez International's State Of Snacking 2023 Global Consumer Snacking Trends Study, 74% of respondents surveyed feel that "novelty of the flavor and texture combination are important when choosing a snack." Nearly seven in 10 global consumers (68%) report that they get excited when they have a new snack to try, while six in 10 (59%) consider themselves "snack adventurers" who like to try new snacks.

In fragrance, bright citrus and intense, heavier scents capture consumers' attention. Mintel classified consumers in search of out-of-the-ordinary fragrance experiences from beauty and personal care products as "Escapist Consumers." They thrive on adventure and novelty, with 46% expressing excitement about experimenting with new fragrances.

Bedoukian's [Hybrid](#) Q4'22 newsletter explored hybrids and mash-ups in unconventional applications for consumers to enjoy unexpected ingredients and unique flavor combinations. Consumers crave new experiences and to meet the demand, bold flavors continue to launch.

More recently, Bedoukian's Q1'24 newsletter, [Nostalgia 2.0: Newstalgia](#), discussed the resurgence of '90s inspired scents and body sprays. It's not just the 90's making a comeback. Elixirs inspired from the 1980s return while bright citrus continues to trend. Stronger, more intense fragrances are launching, and consumers are interested.

In the F&F industry, impactful flavors tantalize tastebuds, while sunny citrus and long-lasting scents capture attention to create unique consumer experiences.



## BIG AND BOLD FLAVORS TAKE HOLD

Big and bold flavor combinations continue to take hold of the market to satiate consumers' appetites. Spicy flavors have been on trend with innovation originating in snacks and condiments. For example, PepsiCo announced it established Flamin' Hot as its own brand. The Flamin' Hot portfolio generated \$3 billion in retail sales and will include 25 unique products.

Snak Club and HOT ONES™ have collaborated on three spicy bar mixes inspired by the brand's hot sauce flavors. The Snak Club mixes are based on HOT ONES™ Classic™ hot sauce, Los Calientes™ Verde, and HOT ONES™ Los Calientes™ Rojo.

Fresh Cravings has added new savory flavors to its hummus line. The Dill Pickle Hummus highlights a pickle flavor in its classic hummus, while Tajín Chili Lime Hummus was developed in collaboration with Tajín and features Mexican-inspired spices including natural chili peppers, lime, and sea salt.

In beverages, Dr Pepper® launched Hot Take, a new limited-edition flavor with a “fiery” kick blending the original flavor with spicy peppers.

On the sweet side, Chocolate Storybook debuted a Ranch-flavored cotton candy.

## PUCKER UP SOUR FLAVORS EMERGE

McCormick named “Sour Power” as one of four trends in its Flavor Forecast 24th Edition. McCormick states “Sour has stepped into the spotlight, revolutionizing kitchens and menus with layer upon layer of flavor.”



According to Amy Marks-McGee of Trendincite LLC, pickles are a popular flavor appearing in unusual limited snacks and beverages. A recent example is French's Creamy Dill Pickle Mustard, which “blends the tangy zest of yellow mustard with the crisp flavor of dill pickle.”

In confections, sour flavors are common. For Spring, Stuffed Puffs partnered with the Hershey Company on two egg-shaped marshmallows filled with Jolly Rancher's sour candy filling in Blue Raspberry and Sour Watermelon varieties. Peeps launched a new Sour Strawberry flavor, while Rita's debuted a new Sour Patch Kids Watermelon Ice flavor.



Bedoukian's [BRI #962 LIMEDIENE](#) offers a powerful, diffusive, lemon-lime zesty top note. Its unique combination of lemon-lime, tropical, marine, and watery notes are excellent for imparting freshness and boosting green floral notes. It is also great in cool water types. As a flavor ingredient, [BRI #962 LIMEDIENE](#) offers distilled lime and sulfur with notes of citrus and garlic. This adds a top note of lime to citrus applications, tropical fruits, garlic and wasabi.

## BRIGHT CITRUS SCENTS ADD ZEST

Citrus is a classic fresh and zesty ingredient that makes fragrances pop with effervescence. There are many citrus varieties with different olfactive profiles. A Byrdie article cited citrus as one of 2024's biggest fragrance trends. "In 2024, there will be continued depth to citrus, which makes citrus fragrances more complex and can help with their staying power," states Ashley Boyce of Noteworthy Scents.



According to Arnaud Guggenbuhl of Givaudan, "You can expect the next generation of citrus fragrances to comprise refreshing lemon, mandarin orange, and fresh-cut lime mixed with white florals." For example, Bath & Body Works launched Calypso Clementine with notes of juicy clementine, neroli nectar, and coastal woods.

Cashmere & Tunisian Neroli by Donna Karan is a bright citrus floral fragrance with a lively burst of citrus such as bergamot, yuzu, petitgrain, and Tunisian Neroli. Indie perfumer Dawn Spencer Hurwitz introduced Urban Beekeeper, a light yuzu, citrus floral fragrance.



## INTENSE SCENTS ARE BACK

Fragrances come in many different olfactive directions and intensities. Elixirs typically have the highest concentration of perfume ranging between 20% to 40%, and tend to feature bolder, long-lasting notes. Between September to November 2023, global Google searches for "fragrance elixir" have soared 38%, and there have been 342.1 million views for videos about "What is an elixir perfume?" on TikTok.

For example, Gucci recently released the Guilty Elixir duo in Pour Femme and Pour Homme scents. Pour Femme is an ambery, floral woody fragrance described "as an intense fragrance for an intense connection." The Pour Homme is a woody, ambery leather fragrance with spicy notes of peppery pimento and smoky nutmeg.

According to Ariella Halperin of *Storied Senses*, “Beast Mode,” which started with intense versions of popular scents, will be a 2024 trend with bigger, bolder, and unapologetically eccentric fragrances. Beast Mode is about more than just concentration and strength; it celebrates excess.

## **BRI #381 CARDAMOM ALDEHYDE®** **FCC**

Bedoukian’s **BRI #381 CARDAMOM ALDEHYDE FCC** is powerful and extremely diffusive with a unique, spicy, aldehydic, citrus note reminiscent of freshly crushed cardamom pods. It complements and boosts citrus, spice, and herbal types. A great top note for all styles, it can lift orange-flower fragrances or push the green notes in lilac and muguet fragrances. On the flavor side, **BRI #381 CARDAMOM ALDEHYDE FCC** is bright and zesty and adds fresh, natural notes to several citrus flavors like tangerine, mandarin, grapefruit, and yuzu. This ingredient is also great for cardamom, cilantro, ginger, Asian pear, and seafood flavors.



## **THE FUTURE OF F&F WILL BE BRIGHT (AND BOLD)**

The sky is the limit for creativity. Big flavors, bright citrus, and concentrated fragrances create consumer excitement and interest. Bedoukian’s high-impact aroma and flavor molecules are exceptional and versatile. Use our [online interactive catalogs](#) to find high-quality Bedoukian ingredients to meet your fragrance or flavor needs.



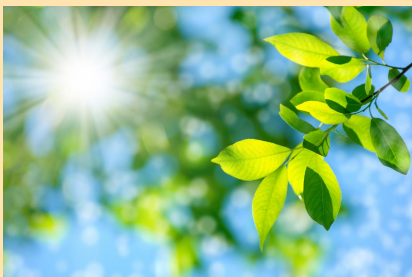
**Our Interactive Catalogs help you identify high-quality ingredients to meet your needs.**

Using our Interactive Catalogs is easy and fun. Simply click on which catalog you wish to use and then click on the main categories and notes that are of interest to you. You will then see the Bedoukian ingredients that best meet your selection criteria.

[Flavor i-Catalog](#)

[Fragrance i-Catalog](#)

You may also request a [sample](#) of any ingredient that interests you.



## READ ALL ABOUT IT

In addition to bold flavors and fragrances, sustainability has been a focus for companies and consumers. Bedoukian is committed to sustainability, and we are continually developing sustainable ingredients made from renewable carbon sources. Browse our [Sustainable](#)

[Ingredients](#) section to easily identify sustainable ingredients for your formulas.

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## ANALYZE THIS!

In our last e-newsletter, we asked “Who is the well-known neurologist who first seriously studied the cause and effect of scents on emotions?” In the early 1900s, Sigmund Freud was the first well-known neurologist to study the link between smell and emotion. The nose connects to the olfactory lobe, a part of the brain that plays a role in causing emotions. This phenomenon, known as olfactory-evoked recall, is why consumers enjoy the smell of baked goods in a bakery. The scent reminds them of childhood.

Angelique Burke, VP of Fragrance for Sensegen, knew the correct answer to our question. Congrats Angelique!

In this newsletter, we focused on bright and bold flavors. In 2015, Cadbury made a bold choice and offered a chocolate bar filled with caramel infused with an unusual food popular in one specific area of the world. What was the unusual food?



Please email your response to [marketing@Bedoukian.com](mailto:marketing@Bedoukian.com) and the first person with the correct answer will receive a prize.

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## FUN FACT

Jelly Belly, the manufacturer of intensely flavored jelly beans, has produced several very unusual flavors. In 2007, Jelly Belly created the BeanBoozled challenge, which intermixed classic flavors like juicy pear and buttered popcorn with unexpected and grotesque flavors like canned dog food,

stinky socks, rotten eggs, and baby wipes. We are all about bold and unusual flavors, and applaud the flavorists whose creativity seem to have no bounds.



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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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