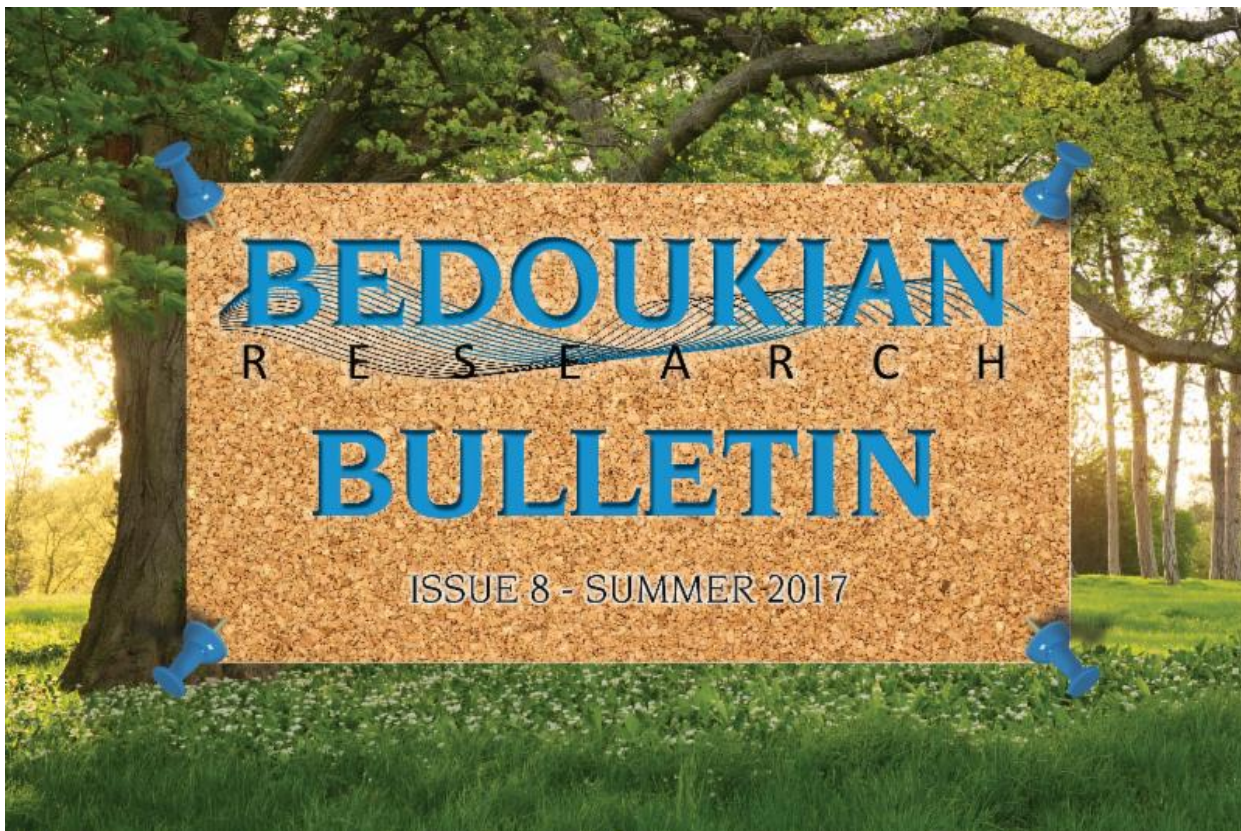


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## Pink Fruit Collection

The color pink is "en vogue" and popular in fashion, beauty, food and beverages. According to the *New York Magazine's The Cut*, the color "Millennial pink" started emerging in 2012 and became widely popular in 2016. Nike recently launched a 23-piece Chrome Blush Collection in "on-trend millennial pink and rose gold hues" while "Millennial pink" has been named the most popular lipstick color in the world, according to YouCam Makeup, with more than 23.5 million 'try-ons' a day. Starburst jumped on the bandwagon with the introduction of the Limited Edition All Pink Fruit Chews while Del Monte Fresh and Dole are growing Pink Pineapples, which have been genetically modified. From Frosé to Rosé-based cocktails, Rosé has become so popular in alcoholic beverages, the slogan "Rosé All Day" is surfacing in a variety of lifestyle products including fashion, accessories and home fragrance. Pink is even influencing restaurant design with the likes of Pietro Nolita in New York City. Inspired by the color pink, Bedoukian introduces the **Pink Fruit Collection** with versatile ingredients that can be used in a variety of flavor and fragrance formulations.

### [Bedoukian cis-6-Nonenal \(BRI 380\)](#)



**Watermelon** is a summertime backyard mainstay and a popular flavor. According to the Agricultural Marketing Service, in 2016 U.S. consumed 5.1 billion pounds of watermelon. Watermelon is an on trend flavor appearing in beverages and candy.

Beyoncé invested in **WTRMLN WTR** and launched three new flavors: **Ginger, Lime,** and **Tart Cherry** while **Tsamma Watermelon Juice** added **Watermelon + Coconut Water Blend.** **Minute Maid** recently introduced a **Spicy Watermelon Lemonade** drink while **Odwalla** similarly launched **Hotter-Melon**, which is jalapeño infused and described as "A watermelon wonder awash with sippably sweet heat." The recent **Seltzer'ade** collection by **Polar** features **Watermelon Lemonade** as one of the brand's five flavors while **Polar Seltzer** relaunched the popular 2016 limited-edition **Mango Berry** and **Watermelon Margarita** flavors for the 2017 season. **Vintage® Seltzer** released two limited-edition flavors: **Strawberry Watermelon** and **Raspberry Lemonade.** **Perrier** expanded its portfolio with two new flavors: **Watermelon** and **Strawberry.** **DRY Sparkling** made **Watermelon** a year-round flavor after its successful seasonal summer launch last year. As part of the trend to alcoholic flavored waters, **Smirnoff** launched a **Watermelon Spiked Seltzer.**

In the candy aisle, **Haribo Gold-Bears** introduced **Limited Edition Watermelon** and **Cherry** flavors while **Nestle** added a new **Cucumber Watermelon** flavor to the brand's **Fun Dip** and **Pixy Stix** lines. **YumEarth** debuted **Gummy Sour Twists**, which combine **Sour Watermelon** and **Tangy Lemonade** flavors. **Watermelon Blast™** is one of **Juicy Drop Gum's** four new flavors, which allow consumers to add their own amount of sour gel to each piece of gum. Watermelon can also be seen in frozen yogurt such as **Yogurtland's Home Grown Watermelon**, which is one of the brand's new five summer flavors

**Watermelon** directions are also appearing in beauty with products such as **Glow Recipe Watermelon Glow Sleeping Mask, Watermelon + Sea Salt Facial Milk Cleansing Intelligence** and **ChapStick® Limited Edition Sweet Watermelon.** **Vera Wang Princess of Hearts** launched at the end of last year and highlights watermelon and strawberry notes.

**DID YOU KNOW? A powerhouse for flavor and fragrance compositions, [cis-6-Nonenal](#) is excellent at adding naturalness to melon and fruity types, especially**



**red and tropical fruit formulas. In fragrances, it may also be used to add clean, soft aldehydic notes to boost any floral, dewy application.**

**Do your formulations need a helping hand? A touch of cis-6-Nonenal will have them tickled pink!**

[CLICK HERE FOR A SAMPLE](#)

## Bedoukian **Orrisol** (BRI 330).



**Strawberry** is a popular direction in both fragrance and flavor.

Strawberry is frequently used as a fruity top note in fine fragrance. Last year, **Jo Malone** launched **The Herb Garden** limited edition collection and **Wild Strawberry & Parsley** was one of five scents. **Yves Saint Laurent Mon Paris** is described as a fruity floral chypre and features fruity top notes of strawberry, raspberry, and pear while **Vince Camuto Ciao** is a floral fruity scent with mandarin, grapefruit, strawberry, and blackberry accords.

In air care, **Scentsy** introduced a **Coastal Strawberry** scent in their **Summer Collection 2017** while **PartyLite** offers **Strawberry Surrender** and **Wild Strawberry** variants in their collection.

According to Nielsen Product Insider, consumer interest in ingredients is not only a trend in food but is also spilling over into personal care. Data showed that shampoo and conditioner with strawberry claims saw 107% dollar growth.

On the flavor side, **strawberry** is a well-liked flavor used in a variety of food and beverage applications such as beverage and candy.

According to Beverage Industry's New Product Development Outlook 2016 study, published on January 11, 2017, 55% of respondents used strawberry in their new product formulas with 18% anticipating that strawberry will be a 2017 top-selling flavor.

**Strawberries & Cream** and **Watermelon Berry** are two of **Celsius**, the fitness beverage, brand's sparkling flavors. **Odwalla** added a **Strawberry Honey Lemon** to its lineup while **Simply Beverages** released a **Lemonade with Strawberry** drink. This summer, **Wendy's** launched the **Strawberry Passion FruITea Chiller** as part of its **2017 Summer Drinks** menu.

Strawberry is also emerging in alcoholic beverages. **MillerCoors'** hard cider brand, **Redd's**, introduced **Redd's Wicked Strawberry Kiwi** as a limited-edition flavor.

In candy, earlier this year, **Morinaga America** launched a limited-edition **Hi-Chew Spring Mix**, which contained three flavors: **Strawberry**, **Green Apple**, and **Mango**. As part of the "**Flavors of America**" collection, **Hershey** debuted a strawberry-flavored Kit Kat, inspired by the California Strawberry Festival. **M&M's** extended its portfolio with the **Limited Edition Strawberry Nut** release.

**DID YOU KNOW?** In fragrance compositions, [Orrisol](#) can be used for harmonizing a variety of green and floral notes to create a long lasting effect. When used at lower levels, it also excels at enhancing and lifting chocolate notes in gourmand accords.

Looking to have the sweetest formulas? Indulge in Orrisol!

[CLICK HERE FOR A SAMPLE](#)

## Bedoukian Cerezoate (BRI 512)



### INGREDIENT CHARACTER

A FRUITY, ETHEREAL, NATURAL BLACK CHERRY ODOR WITH ASPECTS OF FRESH APPLE AND STRAWBERRY.

Summer is a popular season for **sangria** and makes for a refreshing party drink. According to Nielsen, the first half of 2016 saw a 10% climb in dollar value for the sangria category and demand continues to rise. Rosé is also gaining popularity and it is being used in place of red wine in sangria.

Self-titled wine **MiFuWi (My Fun Wine)** is packaged in a pouch and available in **Sangria** and **Cola** flavors. **Rosé** has also become a base for sangria. **Beso Del Sol** has added **Beso Del Sol Pink**, a Rosé sangria, to its portfolio, with natural Spanish orange, lemon, peach, mango and Spanish cinnamon. **Wölffer Kitchen** in the Hamptons, serves

a **pink sangria** made with Rosé from its own vineyard while the **La Côte Bistro** in the Hotel Fontainebleau Miami Beach, offers a **Sangria** crafted with sweet orange and cassis liqueurs mixed with Rosé wine and fresh fruit. In addition, **Wölffer Estate** launched a **Wölffer "Pink" Gin** flavored with handpicked juniper berries from its Hamptons estate and Rosé wine as the base with cardamom, cumin, coriander, fennel and anise.

**Portland Cider Company** released **Sangria Cider**, which is a blend of seven different fruits, including orange, strawberry, pear, passion fruit, elderberry, and lime, combined with the brand's award-winning **Sorta Sweet Cider**. **Tipsy Scoop** is liquor-infused ice cream inspired by classic and contemporary cocktails with all flavors below 5% ABV. **Strawberry White Sangria Sorbet** is one the company's many classic flavors and **Frosé All Day** is this summer's seasonal flavor.

Sangria is also influencing non-alcoholic beverages. Last year, **Starbucks** introduced **Teavana® Shaken Berry Sangria Herbal Tea**. Recently, **Ocean Spray Cranberries Inc.** introduced **Ocean Spray Mocktails** in three flavors: **Cranberry Peach Bellini**, **Cranberry Sangria** and **Tropical Citrus Paradise**.

**Sangria** and wine themes are also emerging in fragranced products. **Native**, a natural deodorant brand introduced a line of "**Brunch Scents**," which includes **Mimosa**, **Rosé**, and **Sangria** variants. This season, **Summer Sangria** by **Ganache Parfums**, a niche brand, launched. This floral fruity fragrance is for women and men and features white wine, peach, strawberry, artemisia, cedar, sandalwood and white musk. **Dawn Spencer Hurwitz Dark Moon** launched at the end of last year and is self-described as a "chocolate chypre" with notes of red wine, dark chocolate, bergamot, spice, jasmine, rose, resins, vanilla, and oak moss. **Kelly & Jones** specializes in wine inspired fine fragrance. This summer the brand debuted the **Notes of Rosé 2017 Vintage** fragrance while **Paris Hilton** launched **Rosé Rush**, her 23rd fragrance.

**DID YOU KNOW? Cerezoate has a natural black cherry odor, which performs exceptionally well in fruity compositions. Try using it for a high class, more natural cherry direction, along with or as a replacement for Benzaldehyde. A versatile ingredient, Cerezoate enhances an assortment of fruity nuances from apple, to berries, to pineapple when being applied to formulas at different levels.**

**Looking to add freshness to your formulas? Give Cerezoate a try!**

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