



Bright yellow, lime green, and sunny orange are vibrant colors often associated with nature. From sunshine and citrus to plants and vegetables, these colors connote energy, health, and immunity. According to the GNT Group, “the sunshine spectrum – bright yellow to deep orange – will stimulate colorful food and beverage development in 2019 as consumers seek out products that inspire upbeat, positive emotions and unite people with a feeling of joy.”

Citrus profiles are staples in fragrance and flavor launches. Summertime is particularly popular for citrus releases because citrus connotes freshness and awakens the senses with zesty and effervescent nuances.

Sunny-tasting citrus profiles that balance sweetness and acidity are popular particularly as the summer heats up. According to Food Ingredients First, clementine and tangerine are emerging citrus flavors, enjoying an average annual global growth in product launches of 15% and 10% respectively, between 2014 and 2018. In addition, data from Innova Market Insights showed fresh and zesty citrus flavors on the rise, with 26% growth reported in global food and beverage launches with yuzu flavor in 2018 vs. 2017.

As the world continues to adapt to coronavirus (COVID-19) norms and expected behavior, consumers cautiously go outdoors while staying close to home, seeking fresh, clean, sparkling, and juicy fragrances and flavors. And nothing says summer like citrus. Bedoukian introduces the **Citrus Pops Collection** with versatile high impact aroma chemicals that can be used in a range of fragrance and flavor applications.

Bedoukian's Cis-4-Dodecenal

On the fragrance side, [Cis-4-Dodecenal \[BRI 387\]](#) connotes a fresh, aldehydic, citrus aroma with a mandarin, orange peel impression. Powerful and long-lasting, it provides significant lift to citrus types and imparts a sweet, authentic mandarin top note that brings a bright freshness to any composition. On the flavor side, Cis-4-Dodecenal offers a strong waxy, citrus peel character. When used in combination with typical orange flavor ingredients and Dimethyl Anthranilate, a unique, natural tasting mandarin or tangerine flavor can be achieved. This material occurs naturally in mandarin and coriander.

Citrus in the Marketplace

Bath & Body Works introduced the Sunrise Sail collection in a Fine Fragrance Mist, Shower Gel, and Body Cream with a “sun-



kissed blend of ocean breeze, blue iris, and sparkling citrus.” Poo Pourri added the No. 2 collection in three limited-edition scents and Tangerine + Grapefruit is one of them. In the flavor arena, the Joffer Beverage Company introduced a line of Jelly Belly-flavored sparkling water in eight varieties. Four of the flavors are citrus: Lemon Lime, Orange Sherbet, Pink Grapefruit, and Tangerine. For the summer, Tastykake released limited-edition Orange Sweet Rolls and Orange Mini Donuts.

Bedoukian's 2-Dodecenal [High Trans] FCC

Fattier than Cis-4-Dodecenal, [2-Dodecenal \[High Trans\] FCC \[BRI 356\]](#) has an aldehydic, waxy mandarin orange odor with prominent herbal-type nuances. In fragrances, effects can be seen as little as parts per thousand. Used as a top note, 2-Dodecenal [High Trans] FCC can achieve a fresh, clean effect or it can be used to round out heavy notes in citrus compositions. It is an essential component in a variety of reconstituted citrus oils, making it extremely useful for capturing authentic peel notes and boosting citrus types. In flavors, 2-Dodecenal [High Trans] FCC presents a strong, waxy, citrus peel note with fatty, herbal characteristics reminiscent of fresh cilantro. It can add peely notes to many citrus type flavors, especially tangerine, mandarin, and orange or contribute waxy notes to all types of melon flavors, especially watermelon. This material occurs naturally in bitter orange peel oil, mandarin peel oil and coriander as well as cooked beef, cooked chicken, cooked pork, and roasted peanut.



Citrus in the Marketplace

Yankee Candle introduced the Garden Hideaway collection and Homemade Herb Lemonade is one of three scents with notes of freshly-squeezed lemonade, ginger, and herbs. In flavors, through its Lighthouse innovation incubator, Ocean Spray has launched the Atoka brand, an herbalist crafted plant-based beverage line. The Herbal Tonics Balance Blend features a blend of lemongrass oil, orange peel, and linden paired with cranberries. White Claw Hard Seltzer unveiled its Flavor Collection No. 2, which consists of three new additions: Lemon, Tangerine, and Watermelon.

Bedoukian's Trans-2-Decenal FCC

For fragrances, [Trans-2-Decenal FCC \[BRI 354\]](#) presents an enticing green, citrus character with fresh orange peel notes supported by waxy, fruity, peach-like undertones. It is impressively powerful and diffusive and can be used in trace amounts to impart a desirable odor effect. Due to its fresh, green, sweet aldehydic aroma, Trans-2-Decenal FCC blends well with floral and citrus compositions and works particularly well alongside Aldehyde C10 to support orange, mandarin, kumquat, and other various citrus notes. On the flavor side, Trans-2-Decenal FCC features waxy, citrus peel notes, which are great for citrus flavors, especially orange and grapefruit. In addition, it is also good for other fruit flavors, especially tropical types where waxy, green notes are needed. This material occurs naturally in orange, melon, and coriander seed.



Citrus in the Marketplace

CK Everyone is Calvin Klein's newest genderless fine fragrance, which is self-described as "a clean, green, citrus fragrance, for today that celebrates the infinite freedom of self-expression." Method launched the Method x Cooper Hewitt Women In Design collection. The Gel Hand Soap Orange Slice is inspired by Barbara White and is described as "bright and graphic, this sunshiny print is paired with a juicy citrus scent starring notes of orange + lemon." Square One recently launched a new line of Organic Cocktails in four flavors. The Mediterranean Pearl flavor features vodka, bergamot, orange, pomegranate, coriander, star anise, and lime.

Bedoukian's Cardamom Aldehyde FCC

On the fragrance side, [Cardamom Aldehyde FCC \[BRI 381\]](#) highlights an impressively powerful, aldehydic, citrus aroma exhibiting an extremely clean, unique spicy note reminiscent of the exhilarating odor of freshly crushed cardamom pods with accents of chamomile, mandarin, and orange. Given its citrus and spicy aspects combined with its superior diffusion, Cardamom Aldehyde FCC is a great top note that works incredibly well to complement and boost citrus and spice types in a wide range of applications. On the flavor side, Cardamom Aldehyde FCC is a key component in orange juice flavors. With its bright and zesty profile, it also adds fresh, natural notes to several other citrus flavors including tangerine, mandarin, grapefruit, and yuzu. This material occurs naturally in coriander leaf, caraway seed, cardamom, yuzu, and mandarin orange as well as cooked chicken and clam.

Citrus in the Marketplace

Dolce & Gabbana debuted a fine fragrance Fruit Collection, which is described as "a fresh and playful trio" and is offered in Lemon, Orange, and Pineapple scents.



Moshi, a craft soda brand, launched the Yuzu Sparkling Collection in four varieties. Absolut added Vodka Sodas to its portfolio, and they are available in three flavors: Grapefruit and Rosemary, Lime and Cucumber, and Raspberry and Lemongrass. For the summertime, RXBAR introduced a limited-edition Orange flavor while Hostess added its Spring limited-time Iced Lemon Cupcakes to its permanent collection. And this year in Japan, Nestle Japan released a KitKat Yuzu Matcha flavor.

With fresh, uplifting, and sparkling properties and its continued market appeal, there is no doubt that citrus pops will remain a staple in perfumers' and flavorists' palettes. We hope you find our trend analysis and corresponding Bedoukian ingredients inspiring and informative, while staying future focused. For sample requests or to receive additional product information, please contact our [customer service](#) department. We look forward to hearing from you!



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