



BEDOUKIAN[®]
Flavor & Fragrance Ingredients Since 1972

Scent and Taste Insights

EXPLORING EXOTICS

Consumers' growing interest in global cuisines and culinary diversity is driving the growth of exotic flavors and fragrances.



According to InsightTrendsWorld, “Exotic Flavor Escapism” is a consumer-driven movement toward tropical-inspired foods and drinks that provide both sensory pleasure and a mental retreat.” Similarly, marketer Jenine Guerriero identified “Global Influences” as a fragrance trend. Guerriero says, “Global influences evolve in the summer as a season of olfactive travel, ritual discovery, and cross-cultural celebration. There is a greater shift from generic stories to region-rooted freshness as consumers become more inspired by global traditions, rituals, and festivals.”

With varying color, flavor, taste, and texture, exotic fruits tantalize our taste buds and delight our senses. The broad appeal of tropical fruits is indicated by their global growth, which is expected to reach \$6.18 billion by 2029 at a CAGR of 5.8%, according to the Business Research Company.

From familiar tropical fruits to exotic and unfamiliar ones, Bedoukian's high-impact, versatile flavor and aroma molecules enhance flavorists' and perfumers' palettes to captivate consumers around the globe.

Flavor Adventure

Consumers seek flavor

From juicy and zesty to tart and tangy, Bedoukian's high-quality flavor molecules will give consumers a vibrant taste of the tropics.

6-METHYLHEPTANAL (BRI #282)

6-METHYLHEPTANAL (BRI #282), is a great ingredient for flavor and fragrance formulas. For perfumers, **6-METHYLHEPTANAL** offers a strong, juicy, citrus aroma good for aldehydic accords and bright florals. On the flavor side, **6-METHYLHEPTANAL** brings together various citrus flavors.

With a fresh, juicy, and citrus character reminiscent of grapefruit juice and orange essence oil, it enhances freshly squeezed notes in any citrus flavor, including orange, tangerine, grapefruit, pomelo, and yuzu.



Fragrances Get Juicy

Fruit-forward fragrances are on trend. Fruity fragrances have come a long way and are no longer sweet and sticky. Modern, complex, and juicier, fruity fragrances range from fresh to sensual.

Perfumer Carine Certain Boin states, "Fruit fragrances are evolving and are becoming yummier - not like fruit candy, but in a more natural, mouth-watering way. Perfumes are playing with the idea of fruit-infused water, creating a lighter, sparklier, airier version of fruity fragrances."

Tropical and exotic fruits such as coconut, pineapple, mango, passion fruit, and guava are emerging in fine fragrance and scented products. "Bright and exotic fruits will continue to be reinvented in contemporary ways with cherry and stone fruits becoming more sophisticated while tropical fruits, including green banana, will add playfulness to amber and leather notes," according to the Fragrance Shop's 2025 olfactive trends. For example, Le Monde Gourmand Nectar de Passion features juicy, tangy bursts of passion fruit, wild strawberry, French vanilla, sandalwood crème, and musk. In personal care, Coconut Milk Rose and White Peach Mango are two scents in Victoria's Secret's new Body Care Collection. For the summer, Yankee Candle introduced Twilight Nectar, a refreshing, fruity fragrance combining dragonfruit, strawberry, pink apple, and cranberry with tropical blooms and coconut, which "adds a hint of an exotic getaway."

Guava is currently the "it" exotic fruit appearing in fragrance and

flavor. For example, Guava Granita by Ellis Brooklyn is a unisex scent with guava, banana, water lily, bergamot, coconut, melon, mango blossom, vanilla, almond milk, and sandalwood notes. According to Spate, fragrance-related “guava” searches showed a 1,000% year-over-year growth and a 76% rise in skin care searches. Furthermore, Spate’s 2025 Food & Beverage Trends report found that guava’s popularity as a snack flavor rose 766.2% year-over-year. On the flavor side, Smirnoff released a limited-edition Electric Guava vodka with notes of guava and ginger. V8 Energy expanded its lineup with a limited-time Passionfruit Orange Guava flavor infused with black and green tea.

From fresh and natural to complex and sensual, Bedoukian’s high-impact fragrance ingredients are sure to meet consumers’ demand for fruit-forward fragrance directions.

GUAVANATE™ (BRI #493)

GUAVANATE™ (BRI #493), 5-Octenoic acid, methyl ester, (5Z)-, is a versatile ingredient for fragrance and flavor formulas. As a fragrance ingredient,

GUAVANATE™ features a tropical, ripe, juicy, sweet, green, and fruity aroma. It imparts a crisp and clean fruity impression and adds depth to fruity

florals and tropical directions, specifically guava and mango. In flavor formulas, **GUAVANATE™** highlights exotic and creamy tropical notes characteristic of pink guava and mango. It is excellent for tropical flavors like guava, mango, the sweet part of durian, longan, grapefruit, melon, apple, banana, and pineapple. **GUAVANATE™** also enhances the creamy notes of coconut and sweet dairy flavors.



Hungry for the Tastes (and Scents) of the Exotic?

Culinary diversity continues to inspire flavor and fragrance innovation from global ingredients. Exotic fruits check all the boxes and deliver vibrant tastes and scents, versatility, and visual appeal for consumers to explore, experiment, and enjoy dynamic experiences.

Bedoukian's aroma and flavor molecules are versatile and powerful. Indulge hungry consumers with exotic scent and flavor adventures right from the comfort of their own homes.



A BIT FRUITY

In our last e-newsletter, we wanted you to think about your respiratory system and we asked you to guess how much air you breathe (in liters) each day. Amanda Brady, from Lucta, knew we breathe in approximately 11,000 liters of air daily. Since she was the first to respond with the correct answer, we sent her a thank you gift.



Let's see who knows the answers to this next quiz. In line with our exotic theme, we would like to know the name of a fruit that is often considered the world's largest fruit. It has dozens of amazing properties, but is well known among vegetarians (and non-vegetarians) as a pulled pork substitute. What is the name of this fruit?

Please send your answer to marketing@bedoukian.com. If you submit the correct answer first, like Amanda, you will win a prize.

FUN FACT

What different cultures consider a treat varies greatly around the world. Candies flavored with tamarind are popular in Asia, Africa, and South America. Floral flavors are prevalent in European and Middle Eastern treats. Scorched rice is a Korean delicacy. Chamoy is a

Mexican staple. Finland has its salmiakki (salted licorice). West Africa enjoys kuli kuli, known as peanut bars or groundnut cake. Musk sticks are a common confection in Australia, recognized for their floral and musk flavor. However, one might argue that Japan wins the most exotic confection with its candied squid. Dried squid is thinly stretched and dipped in a syrupy blend of sugar and chili before being sliced into pieces. Bon Appétit!



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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