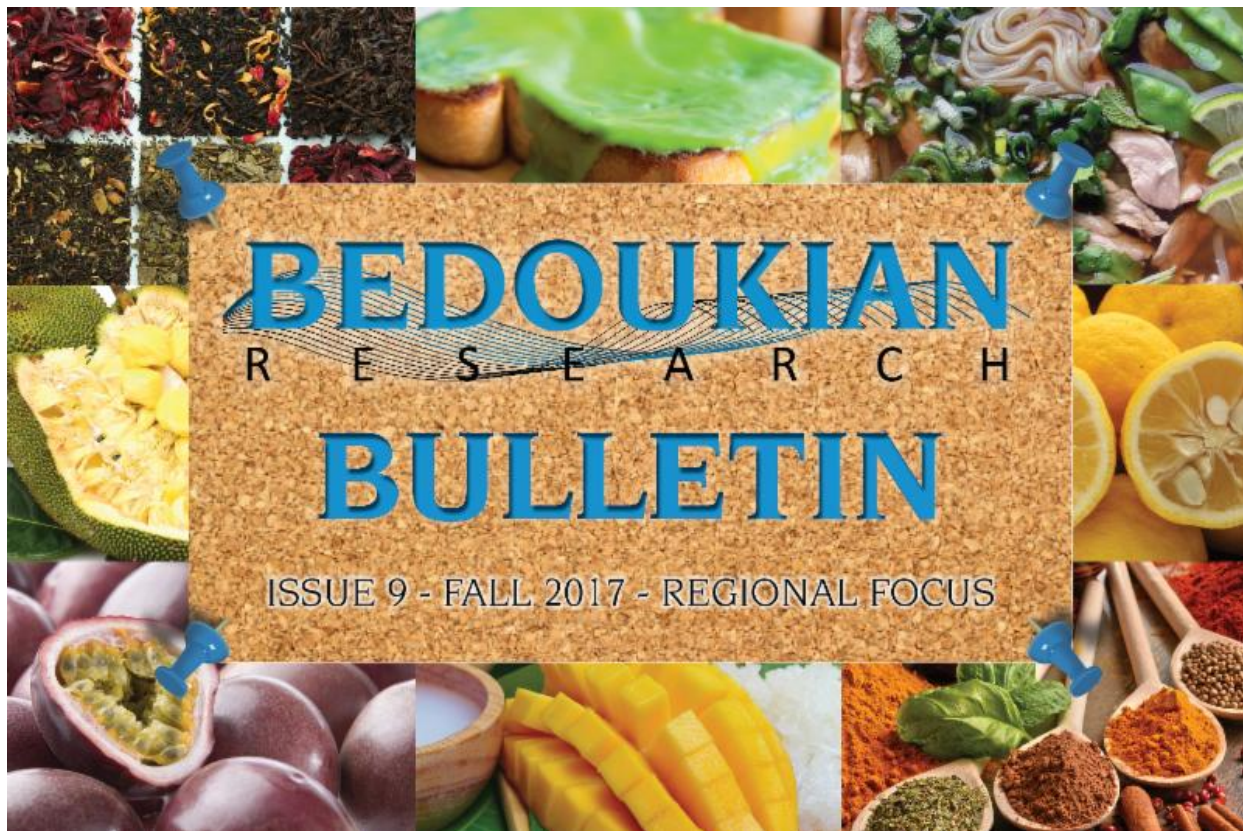


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Taste of Southeast Asia Collection

Today's consumers are a diverse and growing multicultural mix of individuals. Younger demographics and consumers' changing habits as well as instant access to information are increasingly changing our society's sensory flavor and fragrance experiences and expectations. Driven by globalization, local and regional cultural influences are driving unique flavor and fragrance innovations with a variety of multipurpose ingredients and textures. The U.S. is a melting pot and according to Pew Research, the U.S. Asian population grew 72% between 2000 and 2015 (from 11.9 million to 20.4 million), the fastest growth rate of any major racial or ethnic group. Inspired by Southeast Asia trends that are grabbing global attention, Bedoukian introduces the **Taste of Southeast Asia Collection**, which focuses on popular beverages, grab & go snacks and savory directions. The collection features a variety of versatile ingredients that can be used in a range of flavor and fragrance formulations.

What's Brewing?



Like the U.S., **coffee** and **tea** are important beverage staples of Southeast Asia and many of the popular beverages are spilling into the U.S. market. According to Mintel, three of the fastest growing coffee retail markets are **Indonesia**, **India** and **Vietnam**. The number of new coffee products launched in Asia rose 95% between 2011 and 2016.

Traditional Vietnamese Coffee offers a very unique flavor profile that is strong, dark and robust. It is intentionally over-roasted to impart a bitter taste and sometimes has hints of caramel or vanilla nuances.

For those that prefer sweeter flavors, **Burmese Milk Tea/Sweet Milk Tea** features a rich tea flavor with a sweet and mellow taste of condensed and evaporated milk. For a more complex flavor, some add spices like cardamom, cinnamon, nutmeg, cloves, anise, and fennel to create a **Spiced Tea (Masala Chai)**.

Matcha Tea is a fine-ground, high-quality caffeine laden green tea known for its antioxidant properties. The flavor is a full-bodied green tea with a unique rich taste, which highlights an initial vegetal, astringent taste followed by a lingering sweetness. Matcha has made its way to the U.S. and the vibrant green tea can be found in several non-alcoholic and alcoholic beverages including hot and cold lattes, milkshakes, smoothies, liqueur and beer. It can also be seen in baked goods such as cakes, cookies and donuts. On the fragrance side, matcha and green tea fantasy fragrances have inspired air care and candles, skin care and personal care products as well as fine fragrance introductions.

Yuzu, an Asian citrus, which is mainly cultivated in **Japan**, **China** and **Korea**, comes in the form of a sweet but tart marmalade made from the flesh and peel of yuzu and honey. A teaspoon or two is dissolved into a cup of hot water to make a delightfully perfumed and soothing hot drink. In the U.S. and European markets, yuzu juice and paste are emerging as flavor accents in condiments, cocktails, savory dishes and

desserts while yuzu inspired fragrance directions are appearing in fine fragrance, candles, and personal care applications.

Brewing with Bedoukian Specialties:

Cardamom Aldehyde (BRI 381): Adds the spicy character of cardamom to a variety of applications, and is an excellent zesty citrus note for **Yuzu** flavors and fragrances.

3-Acetyl-2,5-Dimethyl Furan FCC (BRI 858): Has a roasted nutty (particularly hazelnut) character that is an excellent addition to **Vietnamese Coffee** and **Burmese Milk Tea/Sweet Milk Tea** flavors.

9-Decenoic Acid (BRI 891): Excellent for extending fatty and creamy notes in dairy applications. Relating to Southeast Asia, it can be especially useful in **Burmese Milk Tea**, creamy **Matcha** applications, cheese flavors, and any applications that need a dairy cream taste / fatty mouth-feel.

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Grab & Go, Sweet & Fruity Snacks



The growing global "Snackification" trend coupled with busier lifestyles is driving the demand for portable and on-the-go applications. In Southeast Asia, **sweet & fruity treats** are popular snacks. According to Euromonitor International, looking at the projected development of Asian countries over the next five years, as well as the increasing purchasing power of millennials, convenience trends are likely to remain important, especially in impulse/indulgence categories like confectionery and sweet and savory snacks. In the U.S., Mintel's research showed that 94% of people snack daily, with nearly a quarter of millennials snacking four or more times a day. Last year, Technomic reported that over half of U.S. consumers are snacking between their three daily meals.

Singapore Kaya Spread/Jam is a sweet pandan flavored spread for breads/toasts. This sweet curd is made of caramelized sugar, coconut and eggs infused with pandan

leaves, also known as screwpine leaves. Pandan is a widely popular flavor used in sweets and desserts, which is often compared to vanilla and how it is used in the West. Some describe Singaporean Kaya Spread/Jam as an Asian version of Dulce de Leche. Pandan imparts a bright green color and has a distinct aroma and flavor that is difficult to describe. The aroma is said to be floral, sweet, herby and grassy with a hint of bubble gum while the flavor is described as sweet, subtly nutty, and coconut like. The flavor profile is mostly a myriad of pyrazines with a majority of milky, lactone notes that impart a smooth mouthfeel. The slight piney overtones can be used to describe the husk of coconut.

Vietnamese Coconut Candy also known as **Keo Dua**, originated in the **Ben Tre province** of **Vietnam** due to the plethora of indigenous coconuts. The popular coconut candy is soft, chewy, and milky. The coconut flavored candy is made of coconut milk, malt and sugar. These fresh ingredients are carefully selected and the candy is wrapped in a very thin layer of edible rice paper.

Thai Moo Milk Tablet Candy is a milk tablet produced from high quality whole milk powder enhanced with signature flavors such as "**Sticky Rice with Mango**," a Thai signature dessert, and "**Durian**," a common Southeast Asian fruit. The tablets offer nutritional benefits of calcium and Vitamin A, taste good and can be eaten on the go.

Malaysian Durian Flavored Candy is a hard candy, also known as "doldol," that features the accepted and distinctive flavor of durian fruit. Known as "The King of Fruits," durian has a very strong and unique odor that is so powerful it is banned from airplanes, hotels and public transportation. The complex flavor can be described as a strange combination of savory, sweet, and creamy all at once. The fruit is said to have a milky-creamy, custardy texture with a sweet almond-like flavor combined with a lingering garlic and onion-like flavor.

Passion Fruit is a tropical fruit available in purple and yellow varieties. The fruit is native to South America but grown in other tropical climates including Africa and Asia. Passion fruit is described as having a tropical tart and sweet flavor, which is common in Southeast Asia. It is often eaten fresh or pulp is frequently used in juices and desserts. Passion fruit is a well-accepted flavor in the ready-to-drink market as well as in jams and ice creams. In the U.S. fragrance arena, passion fruit has inspired fine fragrance, personal care, candles and air care launches.

Sweet & Fruity Bedoukian Specialties:

Tropical Dienoate (BRI 536): Remarkably powerful with a uniquely mouth-watering ripe, juicy impact. In addition to pineapple, it works well in other tropical flavors and fragrances, particularly **passion fruit** and **mango**.

2,4-Ethyl Decadienoate (BRI 433): Accentuates the natural fresh tropical notes in a variety of fruity flavors, particularly in pineapple and **mango** formulations.

Guavanate (BRI 493): Excels at adding a natural exotic character, complexity, and depth to a variety of tropical compositions. Useful for the **mango**, **durian**, and creamy **coconut** applications mentioned above.

Fruitaleur (BRI 9840): Powerful and fruity with exotic nuances that can be used for a variety of tropical fruits and to capture the sweet part of the **durian** flavor... without the offensive odor!

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What's Cooking?



Globally-inspired foods that are authentic continue to enter the U.S. landscape on both restaurant menus and store shelves. According to the National Restaurant Association's *What's Hot 2017 Culinary Forecast*, "Authentic Ethnic Cuisine" and "Ethnic Fusion Cuisine" led 2017 U.S. restaurant menu trends with 66% and 58% of respondents citing them respectively. Furthermore, chef and restaurateurs believe that global flavors will continue to be important in **authentic ethnic cuisine** as well as fusions and flavor integration. Additional insights suggest that **Southeast Asian cuisines** are a big part of this trend, especially lesser known ones, such as the emerging **Laotian** and **Filipino cuisines**.

Vietnamese Instant Pho is a savory noodle soup made with white rice noodles called **Bánh Phở**, served in a clear beef broth with thin cuts of beef and herbs. Pho recipes vary, but the dish is typically garnished with ingredients such as green onions, Thai basil, fresh Thai chili peppers, lime wedges, bean sprouts, and cilantro.

Buldak Bokkeum Myun are intensely spicy noodles whose name literally translates to "fire chicken stir-fried noodles." These noodles come with a sauce packet, which is described as a thick, dark, chili oil, with a little sweetness to it and all the spice you can imagine. The sweetness, along with a touch of umami flavor, helps to keep the spice level manageable and keep consumers coming back for more. Originally created by **Samyang Food in Korea** in 2012, the fire noodles received global attention as part of the "Fire Noodle Challenge," a viral campaign where brave consumers filmed themselves trying to eat an entire bowl of the spicy ramen. The original flavor scored a 4,404 SHU on the Scoville Scale, which is a method used to measure spicy heat in foods, while the extra spicy version scores an impressive 8,706 SHU. This spicier alternative, **Haek Buldak Bokkeummyeon**, is considered to be the spiciest packaged noodle in the world. Though created in Korea, the noodles have become extremely popular in **Southeast Asia** and have spread to the U.S. and other parts of the world, as spice lovers and other consumers seek to test their mettle against the scorching noodles. In 2016, when the Fire Noodle Challenge was at its peak, the challenge was credited with a 400% increase in **Samyang's** exports of the spicy noodles.

Rendang is a spicy meat dish that originated in **Indonesia**, but other proteins or vegetables can be substituted. The meat is stewed slowly in a coconut-curry liquid, which

contains coconut milk with an aromatic and spicy paste often made with ginger, galangal, tumeric leaves, lemongrass, garlic, shallots, and chili peppers.

Cooking with Bedoukian Impact:

12-Methyl Tridecanal (BRI 284MCT): A key ingredient for grilled meat notes in savory applications. 12-Methyltridecanal (10% in Medium Chain Triglycerides) captures the naturalistic, fatty nuances used to enhance the grilled meat character found in **Buldak Bokkeum Myun, Vietnamese Pho, and Rendang.**

2,4-Decadienal (BRI 364): A necessity for adding the fatty notes of chicken to a variety of savory applications, especially **Buldak Bokkeum Myun** for the purposes of this publication. 2,4-Decadienal can also be used for the **fatty notes in peanut flavors**, which are popular in **Southeast Asian sauces.**

1,3,5-Undecatriene (BRI 809): A powerful and diffusive green pepper odor, adding naturalness and spice to a variety of savory applications, which can be useful in popular dishes such as **Rendang** and **Vietnamese Pho**, and varieties of **Spicy Noodles.**

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