



Autumn is here with sweater weather and the holidays just around the corner. Driven by the Coronavirus (COVID-19), people have spent extensive time at home. People have adapted to the 'new normal' and with the winter approaching they will continue to embrace staying at home.

COVID-19 pushed individuals to spend more time in the kitchen, which led to the exploration of cooking and baking. According to Google Trends, searches for recipes in general have trended up since March with the word "recipe" reaching an all-time high in the U.S. and worldwide. An AMC Global and OpinionRoute survey found that "after the pandemic is considered over, 32% of consumers say they plan on making more home cooked meals and a third of respondents said they were baking more than usual during the pandemic, with 20% predicting they would continue to bake more in the future." Furthermore, according to a September 14, 2020 Pinterest press release, Pinterest named this year's transition "Back to (home) Life because this year, people on Pinterest are transitioning back to life with an extra emphasis on going inside, both physically and mentally, to focus on the areas where they have the most control."

Fall is here and winter is not far behind. As the world continues to adapt to COVID-19, consumers continue to stay close to home, seeking comforting, classic, and nostalgic fragrances and flavors. Bedoukian introduces the **Home Spun Collection** with versatile aroma chemicals that can be used in a range of fragrance and flavor formulas - addressing everything from fresh and fruity directions to sweet and comfy interpretations to hearty and savory applications.

Apple Picking

Apple picking is the embodiment of the fall season and invites autumn in. From fresh picked, juicy apple to apple pie and caramel apple, this classic fruit is a mainstay in fragrances and flavors. Apple directions abound and are particularly popular for seasonal and limited-edition launches.

On the fragrance front, apple-inspired scents in candles and air care are prevalent. Glade introduced limited-edition Apple Of My Pie and Yankee Candle added Crisp Campfire Apples to its Bonfire Nights collection. Apple Orchard is one of Homesick's Fall Favorites candle. Bath & Body Works' Welcome Home candle contains cinnamon sugar, warm apple butter, clove buds, and brown sugar notes while Gather has bourbon glazed apples, maple sugar, and creamy vanilla accords and Warm Apple Brandy features spiced plum, tart cranberry, and cinnamon stick.

Research by Portana in the UK found that apple pie was the nation's favorite and number one dish to bake during lockdown with 44% of respondents citing it. In flavors, several brands across a variety of categories launched limited-edition seasonal flavors highlighting apple. For the fall, Hostess added Apple Cinnamon Donettes to its portfolio. Smartfood introduced a limited-edition Caramel & Cinnamon Apple Popcorn Mix while Kettle Brand released a limited batch of Kettle Brand Apple Cider Vinegar potato chips. Caramel Apple Cream Soda joined Hank's Gourmet Beverage line for the season. Captain Morgan launched Captain Morgan Sliced Apple Spiced Rum and Baileys Irish Cream Liqueur debuted a limited-edition Apple Pie flavor, which is described as "freshly baked apple pie and creamy vanilla ice cream with hints of cinnamon and spice."



Bedoukian's Fruitaleur

This beloved ingredient screams autumn apple and is a classic addition to scented products as well as food, beverages, and dessert. In fragrance, in addition to apple accords, [Fruitaleur \[BRI 9840\]](#) provides a sparkling, ethereal character that boosts the fruity top notes of a fragrance and allows for a very interesting effect in a variety of fruity and green compositions. On the flavor side, this ingredient offers sweet, ripe fruity notes that are superb for red fruit flavors, especially apple and strawberry and can be used to enhance berry and tropical fruit flavors. Utilize this ingredient to ripen your fragrance and flavor formulas with fresh and sweet apple accords.

As Easy As Pie

Apricots and peaches are stone fruits prominent during the summer months. August is National Peach Month and peaches can be eaten multiple ways including raw, canned, cooked, grilled, or baked. Pies, fruit cobblers, and other desserts commonly use peaches and peach-flavors, which are well-received year-round but particularly popular during the fall and winter holiday season. According to Mark Boyer, president of Tippin's Gourmet Pies, "merchandised correctly, consumers will purchase pie year-round with holidays accounting for 40% of sales versus 25% the rest of the year." Blueberry and Peach, Blackberry and Lemon, and Apple and Pear, are some of the most popular mixed fruit pie favorites, according to Stratas Foods.

Covid-19 induced "anxiety baking," "stress baking," and even "procrastibaking," and individuals put on their aprons and baked bread, cakes, pies, and cookies during quarantine. According to IRI and 210 Analytics, pies and cakes saw a 2.4% increase for the week ending March 15, 2020. SPINS data showed a 236.5% rise in flour and shelf-stable baking mixes, a 122.9% growth in shelf-stable baking ingredients and a 186.5% increase in pancake/waffle mixes for the week of March 22, 2020 compared to the same week last year.

Peach continues to appear in consumer-packaged goods such as fine fragrance and beverages. For example, Tom Ford's new Bitter Peach fragrance is part of the Tom Ford Private Blend collection and highlights notes of pêche de vigne accord, blood orange, cardamom, heliotrope, davana, rum, cognac, jasmine, sandalwood, benzoin, cashmeran, vanilla, tonka bean, labdanum, styrax, and patchouli. Cherry Hibiscus Tea and Peach Mint are two of four flavors in Chobani's new dairy-free Probiotic beverage line. These drinks feature a whole grain oat base and fermented fruit juice.



Bedoukian's Apritone

Described as a tenacious, ripe fleshy apricot with peach and jasmine undertones, [Apritone \[BRI 410\]](#) is a perfect match for both fragrance and flavor compositions. Extremely long lasting with a rare fruity and natural character, this ingredient makes a significant contribution to peach and jasmine based fragrances. With a smooth, pulpy apricot, sweet pit fruit character, Apritone is excellent for enhancing juicy notes found in stone fruit flavors, such as apricot, peach, plum, cherry, and lychee. Use this ingredient to sweeten the pot and add syrupy, cooked-fruit notes to your fragrance and flavor applications.

Creature Comforts

As the cooler temperatures approach, fall and winter are traditionally a season of warmth and comfort. COVID-19 has brought uncertainty and in times like these, comfort is even more sought after by consumers. According to an April 24, 2020 Wall Street Journal article, “Comfort foods from big brands are seeing a resurgence, executives say, as consumers seek familiarity and convenience amid the coronavirus pandemic.”

As mentioned in *As Easy As Pie*, baking has been a go to stress reliever with sweet treats such as bread, cakes, pies, and cookies thriving. According to a 2,000 people poll of Americans commissioned by Sensodyne and conducted by OnePoll, emotionally, over 70% of Americans agree food is their favorite way to connect with loved ones. Another poll of 2,000 Americans conducted by OnePoll in conjunction with Farm Rich, found that 41% of respondents say they reach for comfort foods because they bring them happiness, while 39% say these types of foods provide them with something to look forward to in these uncertain times. And 33% say it offers “stress relief.” The study revealed that ice cream (46%), cookies (38%), chocolate (37%), and pancakes (30%) were many of the Most Devoured Comfort Foods of 2020.

Gourmand and indulgent directions are multi-faceted and can be seen in a variety of flavored and fragranced consumer packaged goods. Gourmand scents and flavors spark comfort and joy and reinforce nostalgia often leading to fond childhood memories. For example, Ariana Grande’s new fragrance R.E.M. is a fruity floral gourmand with juicy fig, warm salted caramel, lavender, pear blossom, musk, sandalwood, quince, marshmallow, and tonka bean accords. Bond no. 9’s latest launch TriBeCa, “is a sexy, unisex, floriental” with notes of cacao, hazelnut, jasmine, cedar, ambroxan, moss, and caramel. Yankee Candle offers a Pecan Pie Bites scent self-described as “miniature pastries, just right for sharing, with a sweetly spiced filling that’s loaded with toasted pecans.” In flavors, Hostess Maple Glazed Donettes joins the brand’s fall lineup while Duncan Hines unveils a new line of Keto Friendly Cake Cups in three flavors: Birthday Cake, Double Chocolate Cake, and Walnut Fudge Brownie. Del Monte Oats To Go is a new portable range available in Apple Cinnamon Crunch, Banana Nut, Maple Brown Sugar Crunch, and Triple Berry Almond varieties.



Bedoukian's Nuezate

With its fresh, characteristic black walnut profile combined with woody undertones and a subtle fruitiness, the possibilities for [Nuezate \[BRI 728\]](#) are endless. In fragrances, it can be used to emphasize nutty notes and reinforce spice notes. A truly versatile material, Nuezate adds complexity, depth and a touch of elegance to any composition. On the flavor side, it adds earthy notes typical of many tree nuts to sweet and roasted applications. In addition, this material enhances brown and nutty flavors, especially for maple and walnut types and offers an interesting effect on various fruit and spirit flavors. Make your customers go nuts and keep your fragrance and flavor formulas under wraps with this unique and comforting ingredient.

Winner Winner Chicken Dinner

It is said that the origins of the expression “Winner Winner Chicken Dinner” is a gambling term from a Las Vegas casino that used to offer a chicken dinner for \$2.00, which was the same amount as a standard bet. If an individual won a bet, they won a chicken dinner. The stay-at-home orders led to more time at home. In turn consumers explored cooking savory meals and chicken was a popular protein and continues to trend. On April 27, 2020, Google Trends reported chicken recipes as number 3 of the top 10 most searched recipes during the stay-at-home orders. According to DoorDash’s Deep Dish report, almost half of respondents (41%) are most tired of cooking chicken in the first half of 2020. However, NYC and DC DoorDash customers love to

order in chicken in a variety of forms and a Chicken Sandwich + French Fries was the top food item ordered on DoorDash this year.

In consumer-packaged goods, comfort foods such as soups and premade meals are trending. According to Nielsen, overall, U.S. store sales of soup rose 37% for the week of April 11, 2020. For example, Progresso debuted Toppers, a line of classic soups with a crunchy topping in five varieties including Chicken Noodle with Oyster Crackers and Chicken Tortilla with Tortilla Strips. Similarly, Gardein launched five new soups that feature plant-based meat alternatives such as Plant-Based Chick'n Noodl' and Plant-Based Chick'n and Rice. Inspired by the brand's popular menu items, 7-Eleven Inc. introduced a line of Ready-To-Bake meals such as Chicken Tenders, Buffalo and Spicy Bone-In Wings, and Breaded Boneless Wings. Poultry flavors have even made their way into snacks and candy. At the end of last year, Pringles introduced Rotisserie Chicken potato chips while Brach's now offers a Turkey Dinner Candy Corn collection in six flavors and Roasted Turkey is one.



Bedoukian's 12-Methyltridecanal

Available for flavor use only, [12-Methyltridecanal \[BRI 284MCT\]](#) is an excellent ingredient that captures fatty, waxy notes used to enhance the grilled meat character found in a variety of savory applications like tallow, chicken, and beef. It can also be used in broths and stews to add an authentic hearty character to create a fuller, more desirable taste. Utilize this flavor ingredient to have a chicken in every pot for all your savory creations.

We hope you find our trend analysis and corresponding Bedoukian ingredients inspiring, nostalgic, and comforting, while staying future focused. For sample requests or to receive additional product information, please contact [customer service](#) where our staff will be readily available to process your request. We look forward to hearing from you!



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