

Scent and Taste Insights

MAD FOR MASHUPS

FLAVOR AND FRAGRANCE CREATIVITY THRIVES

With 2022 nearing an end, <u>Bedoukian</u> looks ahead to see what trends will be hot for 2023.

Mashups, common foods that are



combined or remade with unconventional methods with other foods or unexpected ingredients, have been trending for the last decade. Two notable examples are Dominique Ansel's Cronut (croissant and donut) and Taco Bell's Doritos Locos Tacos. Already popular, hybrids and mashups will continue to gain traction.

Consumers crave excitement and entertainment. Mintel's research revealed that 65% of U.S. consumers agree that seeking out new flavors is fun for them. Food brands are creating engaging products through unique flavor combinations. On the fragrance side, brands are crafting exciting fragrances inspired by popular food and beverage flavors. According to, Innova Market Insights "hybrid flavor innovation is increasingly being used to deliver new sensory experiences as consumers become progressively adventurous."

Creativity and innovation are endless for flavorists and perfumers. Bedoukian offers high-impact aroma and flavor molecules to boost hybrid and mashup formulas and allow consumers to experience unusual tastes and scents.

FLAVOR INNOVATION ABOUNDS

Food fusions have brought together mashups with unexpected ingredients and unconventional combinations from cuisines around the world. The latest mashup iteration emerging is "chaos cooking," which can be seen in pop-ups and restaurants. Eater.com describes chaos cooking as "big, gooey, macho menus that sound like four cuisines were stuck in the Large Hadron Collider on a dare." Flavor innovation abounds in the grocery aisles, convenience stores, and Quick Service restaurants (QSR) with fruit hybrids, fun cross-category mashups, and collaborations. In the produce aisle, recent years have brought Pluots, cotton candy grapes, Broccoflower, and pink pineapples.

In beverages, Chamberlain Coffee and Swoon joined forces on RTD Swoon Matcha Lemonade. PepsiCo debuted the Pepsi S'mores Collection in three distinct and limited flavors: Toasty Marshmallow, Graham Cracker, and Chocolate. Mintel's research of 2,000 respondents found that the most popular hybrid or fusion drinks that consumers are interested in are: Functional Water (34%), Functional Tea (30%), Sparkling Juice (29%), Sparkling Fruit Water (29%), and Fruit Water-Tea Blend (28%)

Great for hybrid beverages, <u>BRI 282 6-METHYLHEPTANAL</u> 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. For perfumers, <u>BRI 282 6-METHYLHEPTANAL</u> offers a strong, juicy, citrus aroma good for aldehydic accords and bright florals.



For snacks, Lay's brought back its popular Flavor Swap and added Lay's Kettle Cooked Fritos Chili Cheese to the mix. Ritz Crackers and Oreo Cookies teamed up - one side is the classic Oreo with crème while the other side is a Ritz cracker with a peanut butter-flavored crème. Van Leeuwen and Grey Poupon collaborated on a Grey Poupon Dijon mustard ice

cream flavor with salted pretzels. In partnership with Takis Fuego, Old El Paso introduced the Stand 'n Stuff Takis Taco Shells featuring Takis' hot chili pepper and lime-flavored chips.

In the QSR space, brands are collaborating on sweet mashups offered for a limited time. Taco Bell and Milk Bar partnered on the Strawberry Bell Truffle, which features a slice of vanilla cake studded with strawberry pieces soaked in strawberry milk and filled with a sweet corn fudge center with a strawberry corn-cake coating using tiny pieces of Taco Bell's Crunchy Taco Shell. UK's McVitie Jaffa Cake and Krispy Kreme collaborated on the Jaffanut doughnut. Featuring a Krispy Kreme doughnut filled with Jaffa Cakes' iconic zesty orange flavor, consumers are promised "the best of both products."

Hybrids and mashups are here to stay giving consumers unconventional ways to enjoy unexpected ingredients and unique flavor combinations. Expect to see more fun cross-category food mashups and surprising collaborations.

FLAVORS INSPIRE FRAGRANCE INNOVATION

There is a parallel relationship between flavor and fragrance and both disciplines influence each other. Aroma plays a significant role. Research suggests that 80% of flavors we taste come from what we smell.

Brands are inspired by iconic food and beverage flavors and are translating these flavors into playful scents. This trend can be seen in fine fragrance, personal care, and home fragrance.

For example, in honor of 100 years of Bacon the Wright Way, the brand launched Wright N°100, a bacon-inspired fragrance. It is described as "a woodsmoked aroma with notes of bacon, applewood, bergamot, white patchouli, sandalwood, and a touch of maple syrup." Actress Sabrina Carpenter dropped the Sweet Tooth fragrance inspired by the celebrity's love of desserts. Packaged in a pink, chocolate bar-shaped bottle, the scent features notes of chocolate marshmallow, vanilla, Chantilly cream, and sugared musk.

Influenced by cocktail culture, Native introduced the Paradise Found collection in four scents: Citrus Spritz, Ginger Mule, Piña Colada, and Rosé. The fragrances are available in body wash and deodorants. For the fall, Tree Hut launched two coffee-scented scrubs - Pumpkin Spice Latte Shea Sugar Scrub and Velvet Coffee Shea Sugar Scrub.

Apotheke and Shake Shack collaborated on the Apotheke x Shake Shack Burger & Fries Candle Duo offered in Burger in the Park and Shake & Fries scents. Bizarre and attention-grabbing, Nails INC x Velveeta partnered on the That's La Dolce Velveeta cheese scented nail polish duo.



Photo is courtesy of Velveeta X Nails Inc

BRI 857 LAVENDER ALDEHYDE FCC is a multifaceted ingredient good for both fragrance and flavor formulas. It offers a powerful, natural, and herbaceous character with hints of cocoa, bergamot, and lavender. This diffusive ingredient blends well with bergamot, clary sage, and citrus types and is excellent for fougere directions. **BRI 857 LAVENDER ALDEHYDE FCC** excels in floral and gourmand compositions, specifically lavender and chocolate. On the flavor side, it is rich, dry, and woody, with powdery cocoa nuances that are exceptional for enhancing chocolate flavors. It also imparts floral, woody notes to blueberry and cranberry flavors, making them more authentic and reminiscent of natural berries.

As food mashups, hybrid drinks, and fusion cuisine grow in popularity, they will continue to inspire unique and innovative flavors and fragrances. Consumers' demand for fun, unexpected, and engaging consumer goods is unwavering. Give consumers what they want with <u>Bedoukian's high-impact aroma and</u> <u>flavor molecules</u> sure to augment your formulas!

LET THE CHIPS FALL WHERE THEY MAY!

Our last newsletter asked "What Irish brand of potato crisps ("chips" in the U.S.) offers a flavor that uses shamrocks?"

The answer to our last quiz is Keogh's, an Irishbased producer of snacks and the maker of the "Shamrock and Sour Cream" potato crisps/chips. According to the brand, the Shamrock and Sour Cream crisps have a garlic-like flavor and have a global following. A few readers have tried these tasty chips and knew the correct answer.



For this newsletter, we have another poll.

What's the most unusual hybrid product you have encountered – either consumed, smelled, or used in your home?

Email us your experience at <u>marketing@bedoukian.com</u>. If we feature the example you submitted in the next newsletter, you will win a prize.

BEDOUKIAN PRODUCTS IN THE SPOTLIGHT



BRI 123 HONEYFLOR™

BRI 123 HONEYFLOR is a versatile ingredient for fragrance and flavor formulas. For fragrance, it features a powerful green note with a strong floral character and honey undertones. **HONEYFLOR** is useful in gourmand and green floral compositions, specifically hyacinth. On the flavor side, it can be used to add honey notes to honey blends and chocolate flavors. It also works well with citrus, especially lemon and orange.

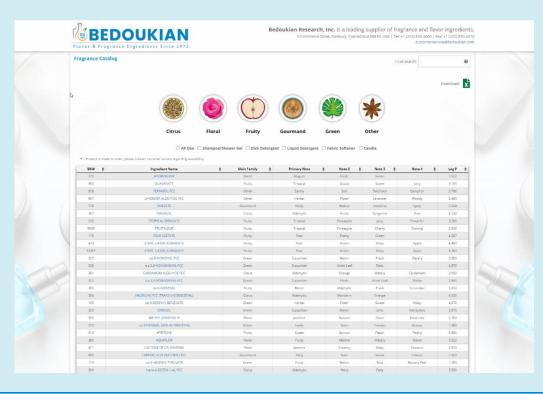
BRI 284MCT 12-METHYLTRIDECANAL

Available for flavor use only, fresh and aldehydic with a hint of citrus and cilantro, **BRI** <u>284MCT 12-METHYLTRIDECANAL</u> is an excellent ingredient that captures fatty and waxy notes used to enhance the grilled meat character. It is perfect for savory applications like tallow, chicken, beef, and pork/bacon lard. To add an authentic hearty character, it can be used in broths and stews. For reduced fat and/or fat-free savory products, this ingredient aids in creating a fuller, more desirable taste.



Bedoukian News

<u>Bedoukian's new interactive catalog</u> debuted a few months ago. Right now, the i-catalog provides a fun, interactive way to identify <u>Bedoukian fragrance</u> ingredients that meet your needs. In the near future, we will launch the flavor portion of our i-catalog. Soon perfumers and flavorists alike will be able to use it to identify <u>Bedoukian ingredients</u> that meet specific selection criteria. Check out our interactive fragrance catalog and request your free samples today.

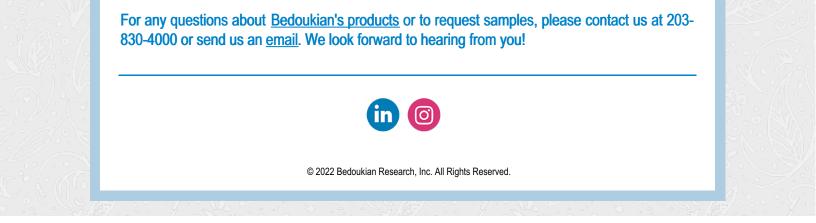


F&F FUN FACT

Hybridization is like an arranged marriage between plants to create new fruits and vegetables. The resulting "offspring" has traits from both parents but becomes its own being. Citrus fruits such as orange, lemon, and grapefruit are popular fruits used to create hybrids such as Tangelo, Meyer lemon, and Oroblanco.



Cross-pollination has progressed enough to crossbreed three fruits. The Peacotum (Peach, Apricot, and Plum) is touted as the first three-in-one fruit hybrid ever. This fruit has the texture of an apricot and the taste is described as the sweetness of peach and tartness of a plum.



Bedoukian Research Inc | 6 Commerce Drive, Danbury, CT 06810

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