

## Scent and Taste Insights

### MAD FOR MASHUPS

#### FLAVOR AND FRAGRANCE CREATIVITY THRIVES

With 2022 nearing an end, [Bedoukian](#) 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."

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%)

[illegible]

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.

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.

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 wood-smoked 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 [Bedoukian’s high-impact aroma and flavor molecules](#) 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 Irish-based 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 [marketing@bedoukian.com](mailto:marketing@bedoukian.com). 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 284MCT 12-METHYLTRIDECANAL** 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


[Bedoukian's new interactive catalog](#) debuted a few months ago. Right now, the i-catalog provides a fun, interactive way to identify [Bedoukian fragrance 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 [Bedoukian ingredients](#) that meet specific selection criteria. Check out our [interactive fragrance catalog](#) and request your [free samples](#) today.




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\* - Product is made to order, please contact customer service regarding availability.

ID#	Ingredient Name	Main Family	Primary Note	Note 2	Note 3	Note 4	Log P
275	HYDROXYLUR	Rose	Majest	Fresh	Green		1.622
493	OLIVANATE	Fruity	Tropical	Guava	Sweet	Jariz	3.103
818	TERPENOYL FCC	Other	Earthy	Sell	Patchouli	Gamphor	3.796
857	LAVENDER ALDEHYDE FCC	Other	Herbal	Floral	Lavender	Woody	3.440
726	NEROLIDE	Gourmand	Nutty	Melon	Vanillin	Spry	0.034
987	INDOLAL	Citrus	Aldehydic	Fruity	Longewh	Pearl	4.150
336	TROPICAL ORDNATE	Fruity	Tropical	Pineapple	Jariz	Powerful	3.300
9540	FRUITALEUR	Fruity	Tropical	Pineapple	Cherry	Cooling	2.545
179	PEAR ACETATE	Fruity	Pear	Freshy	Green		4.037
433	ETHYL 2,4-DECADIENATE	Fruity	Pear	Green	Waxy	Apple	4.400
4399	ETHYL 2,4-DECADIENATE	Fruity	Pear	Green	Waxy	Apple	4.300
337	iso-6-NONENOL FCC	Green	Cucumber	Melon	Fresh	Woody	3.080
325	iso-2,6-NONADIENOL FCC	Green	Cucumber	Violet Leaf	Fatty		2.872
361	CARDAMOM ALDEHYDE FCC	Citrus	Aldehydic	Orange	Woody	Cardamom	3.550
832	iso-2,6-NONADIENOL FCC	Green	Cucumber	Fresh	Violet Leaf	Melon	2.840
360	iso-6-NONENOL	Fruity	Melon	Aldehydic	Fresh	Cucumber	3.430
356	VALERICAL FCC (TRANS-3-ODORCENAL)	Citrus	Aldehydic	Mandarin	Orange		4.030
105	iso-3-HYDROXY BENZOATE	Green	Herbal	Fresh	Sweet	Waxy	4.070
320	ORIBOL	Green	Cucumber	Melon	Earthy	Waxygreen	2.870
899	iso-3-METHYL JASMONATE	Rose	Jasmine	Narciss	Citrus	Petal like	2.760
375	iso-3-METHYL (E)-N-TRICETIN	Green	Leafy	Stem	Tomato	Greeny	1.580
410	AMYTON	Fruity	Sweet	Apricot	Peach	Freshy	5.000
280	AQUAFLO	Rose	Fruity	Marine	Woody	Melon	2.322
411	LACTONE OF CIS JASMON	Rose	Jasmine	Creamy	Waxy	Citrus	2.810
880	CAPROIC ACID (NATURAL) FCC	Gourmand	Fatty	Sour	Sweet	Cheese	1.300
114	iso-3-METHYL PIRUVATE	Green	Fruity	Melon	Rind	Banana Peel	1.280
354	iso-2-ODEN-1-AL FCC	Citrus	Aldehydic	Waxy	Fatty		3.550

## 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.

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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