



Scent and Taste Insights

BEYOND PUMPKIN SPICE

Starbucks launched the Pumpkin Spice Latte (PSL) in 2003. It has been influential ever since and is Starbucks' most popular seasonal beverage. According to Food & Wine, since 2003, Starbucks has sold more than 424 million PSLs in the U.S. alone. Riding Starbucks' coattails, consumer packaged goods food, beverage, and beauty brands continue to launch pumpkin spice variations as early as late summer.



The pumpkin spice flavor is so popular, it's ubiquitous, but consumers are making room for other seasonal flavors and fragrances that run the gamut from sweet and spicy to fruity and minty.

Apples are a fall favorite, while pears' popularity has also emerged. Cinnamon is indicative of the season and other spices add warmth, depth, and character to the holidays. Mint is a seasonal favorite and offers consumers a multisensory experience with its cooling attributes.

McCormick's new Holiday Finishing Sugars for example, show the range of flavors that are now popular this time of year. They offer the sugars in Candy Cane, English Toffee, Gingerbread Spice, Hot Cocoa, and Salted Caramel.

This time of year is about comfort, warmth, and coziness. The holiday season evokes many memories and emotions. Bedoukian's newsletters, [Sentimental Scents](#) and [Nostalgia](#), look at how people connect emotionally with fragrances and flavors. Holiday and winter flavors and fragrances are becoming more diverse and generating new emotions.

We invite you to move beyond pumpkin spice and make new flavors, scents, and memories. Explore alternative directions with Bedoukian's high-impact

fragrance and flavor ingredients suitable for your formulas year-round.



ENVELOPED IN WARMTH – VANILLA, CARAMEL, PISTACHIO & HOT CHOCOLATE

Vanilla and caramel are mainstays for the holidays while hot chocolate and pistachio heat up.

Vanilla, a mainstay in both flavors and fragrances, offers comfort and nostalgia. Bedoukian's [Newstalgia](#) newsletter highlights the popularity of vanilla fragrances,

which continue to have strong staying power. Additionally, caramel, a variation of vanilla, is gaining momentum. According to Luxoni, Vanilla & Caramel Gourmand scents have experienced 2.9 million searches on TikTok. Vanilla caramel perfume is the most searched-for combination, reaching 800,000 searches and increasing by 129%.

In addition to vanilla and caramel, hot cocoa is also on trend. For example, My/Mochi released Hot Cocoa with Marshmallows ice cream while Pop-Tarts launched a Frosted Marshmallow Hot Cocoa variety. Swiss Miss collaborated with Hotel Tango Distillery on the Swiss Miss 'Shmallow, a cocoa-infused toasted marshmallow bourbon. Planters even launched limited-edition Toasted Marshmallow Hot Chocolate Cashews for the season.

Thanks to TikTok's viral love of the Dubai chocolate bar (milk chocolate, pistachios, and knafeh), pistachios are having a moment. Google trends analysis shows a 60% rise in searches for pistachios since 2019, and conversations about pistachios grew 10% in the past year along with a 15% increase in interest in the pistachio as an ingredient, according to Tastewise. Pistachio-inspired scents like DS & Durga Pistachio and Kayali Yum Pistachio Gelato are trending. Look for new seasonal flavors and fragrances highlighting these ingredients in new combinations and applications.

SPICE IS NICE

Cinnamon is a classic spice indicative of the fall and winter season. Clove, cardamom, star anise, ginger, and chai (spiced tea) are additional fall spices that pair well with cinnamon and can be added to your formulas.



Recent market activity includes limited-edition Cinnamon Sugar Club Minis and Wonderful Pistachios Sweet Cinnamon No Shells limited-edition seasonal flavor. In the UK, the Coca-Cola Zero Sugar Cinnamon variant has returned to Tesco stores. M&M's new Toasty Holiday Peanut Chocolate Candy offers roasted peanuts infused with cinnamon, vanilla, spiced sugar, and caramel.

For scents, spice pairs well with woods, amber, and musk. Night Cap is Bella

Khair Hadid's latest Orebella scent. This fragrance features notes of ginger, cardamom, vanilla, and wood. Amber Satin by Zara is one of four fragrances in the Amber collection, described as a "fascinating dance between amber and warm spices." Ambre Nuit Esprit De Parfum by Dior contains cinnamon and cardamom with amber and musk. In October, the Italian brand Versace launched the Atelier Versace Patchouli Précieux fragrance available at Harrods. Described as an amber-spicy-woody fragrance, it has notes of candied prune, nutmeg, saffron, amber woods, sandalwood, praline, vanilla, patchouli, and akigalawood.

For the holidays, Yankee Candle released the Sparkling Cinnamon candle, which is "a sweet & spicy fragrance with the spicy warmth of real imported stick cinnamon with a hint of cloves." It also includes cardamom, bay leaf, and cedarwood notes. Nest New York introduced Crystallized Ginger & Vanilla Bean home fragrance in the Festive range with "heartwarming notes of crystallized ginger, cinnamon, and vanilla bean."



WINTER FRUITS - APPLES AND PEARS

Apples are a fall favorite. As consumers tire of pumpkin, apple seems to be making its way as the next seasonal fruit.

"We see apple as going through a resurgence this year with new items being

added to more and more menus as another flavor to consider for those who are going through pumpkin spice fatigue," says Matt Banton of Cracker Barrel. Furthermore, Suzy Badaracco of Culinary Tides, states "Apple pie spice represents a shift toward culinary creativity that is more subtle, more flexible, and perfect for both sweet and savory applications." Following this trend, Werther's Original introduced limited-edition Caramel Apple Hard Candies, Califia Farms released a Caramel Apple Almond Latte, and Planters launched Apple Cider Donut Cashews.

In fragrances, Native launched the Fall Market Collection featuring two apple scents: Apple Butter and Strudel and Honeycrisp and Cider. Similarly, Yankee Candle introduced two apple candles for the holiday. Inspired by New York City, the Big Apple Christmas candle highlights fresh apples, festive spices, and melted sugarcane. The Red Apple Wreath features sweet apples, cinnamon, walnuts, and maple.

Pear is a sophisticated alternative to apple. Pear and apple flavors complement each other and are frequently paired together. In Japan, Starbucks launched the Winter Collection Apple & Pear Tea Latte with Spices beverage exclusively in 7-Eleven stores. Vitamin and supplements brand Olly launched its first-ever seasonal limited-edition collection. The Men's Multi-gummies are Festive Poached Pear with mulled spice and juicy pear flavors. The Sleep gummies are Spiced Apple Cider with cinnamon, anise, and clove

flavors. Ciderboys Cider Co. added Pear Naked Hard Cider to its portfolio. “Pear Naked embodies the true essence of fresh pears, delivering a naturally sweet yet sophisticated flavor profile,” says Mike Schraufnagel. Polar Seltzer’s new Winter limited-edition Spiced Pear Cider is “a modern take on seasonal cider.”

On the fragrance side, pear is emerging. Nette’s newest scent is Pear Jam, a fruity-floral blend with Japanese pear, Bulgarian rose, ambrette seed, vanilla, and raspberry pulp. Merit Beauty, known for makeup, released Retrospect L'Extrait de Parfum, its first foray into fine fragrance. The perfume features pear, which is described as a modern note “to create a uniquely layered effect.” Winter Golden Pear is a new Bath & Body Works candle scent with notes of golden pears, wintergreen leaves, and cypress.

[BRI #535 METHYL ANJOULATE™](#)

Bedoukian’s [METHYL ANJOULATE™ \(BRI #535\)](#) is used for fragrance formulas. It is excellent for personal care formulas such as antiperspirant/deodorant and shampoo and household formulas like detergent and fabric softener. [BRI](#)

[#535 METHYL ANJOULATE™](#) highlights a smooth, natural green Anjou pear odor with sugary, sweet notes. It imparts a green pear note that complements fruity and tropical accords including apple, mango, and pear.



COOLING MINT

Peppermint is a popular seasonal ingredient often associated with classic candy canes. Chocolate and mint are a common pairing in confections, baked goods, and ice cream, especially during the holiday season.

Pepperidge Farm introduced Thin & Crispy Peppermint Cocoa cookies, the first Thin & Crispy style cookie to join the brand’s holiday lineup. According to Pepperidge Farm’s research, 32% of consumers indicate peppermint-flavored baked goods are their holiday favorite. Similarly, Subway released its first-ever holiday footlong Chocolate Peppermint cookie. The new cookie features double chocolate cookie dough, chocolate and white chips, and peppermint extract topped with red and white candy cane pieces. Bones Coffee Co. launched a seasonal Peppermint Mocha Latte RTD, which blends espresso with peppermint and cocoa. Hershey’s Ice Breakers Flavor Shifters is a fun new multisensory candy in two varieties. The Wild Berry to Coolmint “brings together the best of both fruity and minty flavors” and the Wintergreen to Coolmint “offers a double hit of two popular

mint flavors for the ultimate refreshing taste.”

Scented products also focus on mint. Native, the personal care brand, has reintroduced the Candy Cane scent and launched Holiday Gumdrop, a new seasonal fragrance. Tree Hut released Peppermint Pearl with notes of peppermint and vanilla as part of the winter Gemstone Glow collection.

For the holiday season, Yankee Candle introduced two candles emphasizing mint. The Peppermint Mocha - Grown-Up Snow Day is a gourmand direction with peppermint candy canes, whipped vanilla, and dark chocolate notes. Fresh and Clean, the North Pole Hideaway candle “transports [you] to a sparkling North Pole wonderland with cool notes of icy air, arctic mint, and snow powder.”

[BRI #255 SPILANTHOL](#)

Bedoukian's [SPILANTHOL \(BRI #255\)](#) is a special flavor ingredient that provides a trigeminal tingling with a cooling sensation. It has a clean, weak, slightly peppery and ozonic odor so it can blend well with other flavors and impart its tingling effect. Because of this unique tingling effect, [BRI #255 SPILANTHOL](#) is great for novelty confections like chewing gum, gummy, and hard candies. It can also be used in beverages such as flavored waters, juices, sports drinks, and teas to add a “zing” to spicy and savory flavors.



WINTER WONDER

'Tis the season to cozy up with warm and inviting consumer products. Consumers seek diverse seasonal flavors and fragrances. From sweet and spicy to fruity and minty, and countless combinations in between. Bedoukian's high-impact aroma and flavor molecules are exceptional and versatile for your seasonal formulations. Peruse our online [interactive catalogs](#) to find high-quality Bedoukian ingredients or [contact us](#) for more information about our products. Have a happy holiday season!



BUDGET BRILLIANCE

In our last newsletter, we asked the question, “What phrase is attributed to Howard Fielding and Frederick R. Barton?”

Fielding and Barton first introduced the phrase “champagne taste on a beer budget” in their article titled “Victim of His Clothes,” published in the July 1890 edition of *The Globe-Republican*. Today, the phrase is commonly used for someone who aspires to own or purchase something beyond their means. Only one person submitted a correct answer to this question.



Since we are highlighting holiday scents and flavors, in this issue, instead of a quiz, we are conducting a poll. Please tell us what scent you most associate with the holidays. We will share the top responses in our next newsletter.

Please send your holiday scents to marketing@Bedoukian.com

FUN FACT



A popular tradition in Japan is to eat fried chicken from Kentucky Fried Chicken (KFC) for Christmas. This tradition is attributed to Takeshi Okawara, who was the first KFC store manager in Japan. In 1974, the brand launched the “Kentucky for Christmas” marketing campaign, which has been prevalent ever since. It is so popular that orders must be placed two months in advance.

This “finger lickin’” tradition has not extended to the rest of the world or KFC chicken might have made our list of holiday flavors and fragrances.

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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