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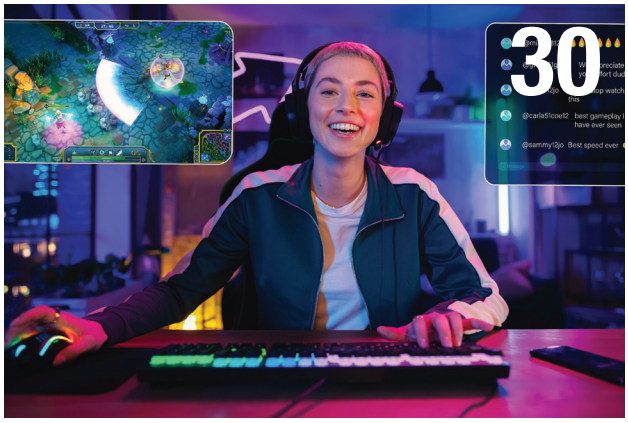


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Bridging the Gap: How Iconic Scents Are Being Repackaged for Gen Z



As we know, trends come in waves, Gen Z is rediscovering vanilla and digging into gourmand fragrances.

In April I hopped on the train from New Jersey to New York City to explore Givaudan's Haute Parfumerie exhibition. Fairly similar to the company's exhibition in Paris in 2023, Givaudan explored the past, present and future of fragrance in an immersive exhibit.

On the first stop exploring the past, the company showcased a lineup of fragrances that are no longer in circulation, many of which were accompanied by handwritten formulations like Shocking de Schiaparelli (1937), Quadrille (1955), Le Dix (1947), among others. Attendees were given the background of each scent and were able to experience each on a blotter. While these iconic scents are from the past, they still prove to resonate with the youngest generation of current consumers.

Matthieu Befve, Givaudan head of Fine Fragrance North America shared, "The Haute Parfumerie segment is one of the fastest-growing markets that resonates with the Gen Z consumer. The authenticity, originality and quality of the juice spanning across part, present and future fragrances, all with distinct olfactive profiles, are characteristics that perform well with this audience and are seeing tremendous expansion for Givaudan."

As we know, trends come in waves, Gen Z is also rediscovering vanilla and digging into gourmand fragrances. Spate, the machine intelligence platform identifying consumer behavior, tracked the Top Growing Fragrance Trends, naming Caramel Fragrances and Gourmand Fragrances as the leading search terms (more in the Industry News section).

[The gourmand fragrance] category is growing at a rate of +77.5% YoY, with an average of 4.2K monthly searches. Consumer searches indicate a keen interest in gourmand scents and fragrances in general, reflecting a growing sophistication in consumers' knowledge of fragrance and their understanding of scent profiles[..]."

It is quite interesting seeing how brands are repackaging classic notes to attract the next generation of consumers. At *World Perfumery Congress* 2024 (more on **page 40**), fragrance curator Mark Knitowski will explore how brands can broaden their consumer inclusion by exploring alternative fragrance formats. There's still time to register! Be sure to visit *www.worldperfumery-congress.com* to gain access to our stacked lineup of conference sessions and explore the loaded expo hall in Geneva this summer.



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Natural Advantage introduces natural 5-methylfurfural (FEMA# 2702, CAS# 620-02-0). This product can be used for coffee, roasted nuts, honey, caramel, tobacco and rum. Using 5-methylfurfural at 0.17ppm, gives a slight spice note almost like cinnamon; this could be used to enhance spice notes. For sweet caramel flavors, try using this product between 10ppm-20ppm. At 20ppm, 5-methylfurfural tastes exactly like caramel with a very creamy mouthfeel. Natural 5-methylfurfural is EU and U.S. natural, kosher, vegetarian and non-GMO.



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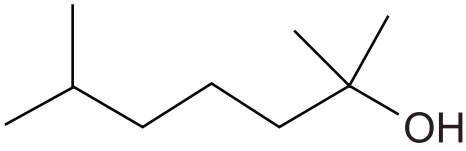
Lime Oil Distilled Peru

Berje Inc.

www.berjeinc.com/products/essential-oils/lime-oil-peru-distilled/

Berjé's lime oil distilled (FEMA# 4743, CAS# 8008-26-2) highlights the refreshing effervescence of lime, with a distinctly sharp and green-piney top note. The Peruvian variety is often considered fresher and less sweet than Mexican lime, possessing a stronger aldehydic quality. This oil works well when paired with rosemary, lavender, and other citrus oils.

Images courtesy of the manufacturers

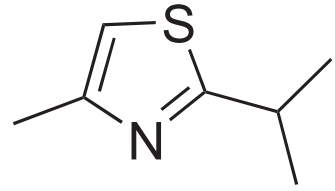


Dimethyl Heptanol

Hangzhou Grascent Co., Ltd

www.hangzhougrascent.com

2,6-Dimethylheptan-2-ol; 2,6-dimethyl heptanol; dimetol (CAS# 13254-34-7). Suggested applications include fine fragrance, beauty care and soap. Recommended use level is 0.1%-5%.



EU Natural 2-Isopropyl-4-Methyl Thiazole

Xiamen Bestally Biotechnology Co.,Ltd.

www.bestally.com.cn

2-Isopropyl-4-methylthiazole (FEMA# 3555, CAS# 15679-13-7) has a green, herbaceous, vegetable, earthy odor. Suggested applications include apricot, nectarine, durian, mango, pear and blackcurrant flavors.



Mushroom Alcohol

Avant Organics

www.avantorganics.com

Mushroom alcohol (FEMA# 2805, CAS# 3391-86-4) is a well-known mushroom compound with a distinct mushroom odor and is a major player in impacting mushroom flavors. Due to its sweet earthy notes, mushroom alcohol can perform well in meat, mushroom, vegetative, herbal, and tomato flavors. This compound also provides an oily characteristic that makes it perfect for dairy and butter flavors. Avant Organics provides this material as EU Natural, kosher, non-GMO, and halal. For your free sample please email info@avantorganics.com.

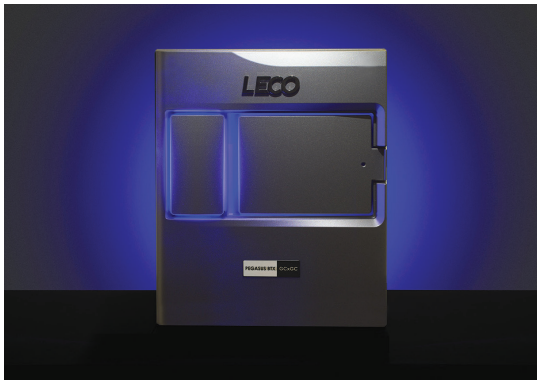


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Mane Debuts Full Range of Cheese Flavors Addressing Plant-based Alternative Demands



The comprehensive range created by Mane's R&D team is said to include mozzarella, emmental, cheddar, gouda, blue cheese, goat cheese, raclette cheese, as well as cream cheese and melted cheese profiles.

Mane announced its mission to meet consumers' sensory expectations and versatile use of plant-based cheese alternatives with the development of additional flavor profiles based on popular types of cheese.

The comprehensive range created by Mane's R&D team is said to include mozzarella, emmental, cheddar, gouda, blue cheese, goat cheese, raclette cheese, Italian cheese and Greek cheese, as well as cream cheese and melted cheese profiles.

A recent release by the company reads, "To ensure we provide the best flavor profiles to our customers, all our flavors have been tested in different cheese-style applications such as cream cheese, block cheese, Feta style cheese and melted, hot style cheese."

p&f+

Robertet Appoints James Krivda as Senior Perfumer

Robertet announced the appointment of James Krivda to the position of senior perfumer. The company shared that Krivda will report to Jérôme Epinette, senior vice president of the Fragrance Division.

For nearly three decades, James has been a passionate contributor and supporter of the fragrance community, currently serving as the president of The American Society of Perfumers and a member of the Société Internationale des Parfumeurs-Créateurs.

"We are excited to have James join our team," said Epinette. "His exceptional talent and passion for perfumery will undoubtedly contribute to our ongoing success and the development of new, captivating fragrances."

p&f+



James Krivda is currently serving as the president of The American Society of Perfumers.

From top: courtesy of Mane; Robertet

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IFF Names Ana Paula Mendonça as President of Scent

On March 21, 2024, IFF announced Ana Paula Mendonça has been named president of Scent, effective April 1, 2024. Simon Herriott, current president of Health & Biosciences and Scent will continue to lead IFF's Health and Biosciences business unit.

In Mendonça's new role, she is designed to lead IFF's Scent business unit, which includes fine fragrance, consumer fragrance and fragrance ingredients. Mendonça will be based in New York City and remain part of IFF's Executive Leadership Team.

Since joining IFF in Brazil in 1996, Mendonça has held roles of increasing responsibilities in Scent, namely president of fragrance ingredients and regional general manager of North America for consumer fragrances. Her broad experience extends across category management in fine fragrance, home, fabric, and beauty, as well as global marketing, creative design, and product innovation. Since December 2022, she has served as IFF's senior vice president of Commercial Excellence, where she led the company's global key account initiative, including IFF's sales excellence program, commercial analytics, and digital enablement. These initiatives will continue under the leadership of the business unit leaders.

Mendonça completed a Masters in Business Agility Program and Leadership Excellence Through Awareness and Practice at INSEAD and earned a degree in business management from UAM in Sao Paulo. An active IFF Global Inclusion Committee member, she is also the recipient of the 2023 Nancy Poulos Leadership Award from Women in Flavor and Fragrance Commerce, Inc.



In Ana Paula Mendonça's new role, she is designed to lead IFF's Scent business unit, which includes fine fragrance, consumer fragrance and fragrance ingredients.

"Ana's vast experience in the fragrance industry—combined with her leadership in elevating and embedding our Commercial Excellence capability throughout our business units—have prepared her well to lead Scent," said IFF CEO Erik Fyrwald. "It is a critically important business, and under her direction, I am confident we will strengthen the leading innovation we bring to our customers to drive sustainable, profitable growth."

Courtesy of IFF

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Farbest Brands Unveils Beyond Acacia Using High-density Granule Production Process



"Beyond Acacia is the next step in Alland & Robert's commitment to a more sustainable future," said Michael Sutich, director of Business Development at Farbest Brands.

In partnership with Alland & Robert, Farbest Brands has announced the offering of Beyond Acacia, a gum acacia product manufactured using a new process that produces high-density granules.

The high-density granules are designed to allow for higher dispersibility and improved solubilization, reducing foam and dust during processing.

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- Vegan, non-GMO, USDA-Certified Organic, Kosher, and Halal.

"Beyond Acacia is the next step in Alland & Robert's commitment to a more sustainable future," said Michael Sutich, director of Business Development at Farbest Brands. "Its lower carbon output along with improved dusting and particle size make it an exciting new form of an already incredibly versatile ingredient."



Courtesy of Farbest Brands

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Edlong Names Michael Natale as President

The Edlong Corporation announced the appointment of Michael Natale as company president.

Natale brings over two decades of Food & Beverage Industry experience to his role at Edlong. Most recently, Natale served as VP Global Flavor, Multinational Accounts and Customer Experience for Ingredion, where he held several key roles including general manager and global leader of Plant-based Protein and senior director of Commercial and Growth Platforms in Guadalajara, Mexico.



"Edlong has a unique position and expertise in the industry, with a lot of opportunity for growth," stated Michael Natale.

Prior to Ingredion, Natale served as VP/managing director of Latin America and General Manager of Mexico of Bell Flavor and Fragrance.

"Michael is the right person at this stage of Edlong's growth to take us to the next level — he has a proven track record as a builder and an incredible growth mindset," said Laurette Rondenet, Edlong's owner and CEO. "Michael's balance of passion, perspective, and expertise in F&B will enable him to step easily into our growing company and accelerate our trajectory while honoring our values and culture."

"Edlong has a unique position and expertise in the industry, with a lot of opportunity for growth," stated Natale, "I have met and worked with members of the Edlong team through partnerships and industry associations, and am very impressed with their thought leadership, technical capabilities, and commitment to excellence. I couldn't be more excited to join the Edlong family."

Natale previously served on the Board of Directors for The Every Company, a non-animal protein precision fermentation company and as a member of the Food Chamber for the State of Jalisco in Mexico. He is active in various trade associations including ANFPA, IFRA, RFIM and IFT.

Michael is an alumnus of DePaul University where he received an MBA with concentration in Entrepreneurship from the Kellstadt Graduate School, as well as a Liberal Arts and Sciences degree with concentration in Communication Media.

Gourmand Fragrances Trending in Consumer Searches in 2024

In Spate's latest trend report, the machine intelligence platform identifying consumer behavior, tracked the Top Growing Fragrance Trends, naming Caramel Fragrances and Gourmand Fragrances as the leading search terms.

According to Spate, caramel fragrance had a volume of 4.3K (growth of +78.2%), with gourmand fragrance close behind with a volume of 4.2K (growth +77.5%).

The latest release from Spate reads, "Caramel perfume may sound sticky-sweet, but there are various ways it can be interpreted: vanilla caramel, salted caramel, caramel chai swirl, and caramel pistachio are among the most popular search combinations. Caramel perfume is experiencing a +78.2% YoY growth, with an average of 4.3K monthly searches. While there's currently no competition, one of the top search results includes Sabrina Carpenter perfume caramel, highlighting that celebrities still wield influence in the fragrance scene, especially those experiencing the popularity surge that Ms. Carpenter currently enjoys[..].

[The gourmand fragrance] category is growing at a rate of +77.5% YoY, with an average of 4.2K monthly searches. Consumer searches indicate a keen interest in gourmand scents and fragrances in general, reflecting a growing sophistication in consumers' knowledge of fragrance and their understanding of scent profiles[..]."



[The gourmand fragrance] category is growing at a rate of +77.5% YoY, with an average of 4.2K monthly searches.

From top: courtesy of Edlong; Gourmand Fragrances

IFF Debuts Co-creation Center in Wageningen to Drive Research and Innovation



The center's facilities are said to include advanced laboratory equipment, including a demo kitchen, application lab and innovation space where product concepts can be presented and tested.

On April 18, 2024, IFF announced the opening of a co-creation center in Wageningen, the Netherlands, enhancing its capabilities and facilities to drive research and innovation.

The center's facilities are said to include advanced laboratory equipment, including a demo kitchen, application lab and innovation space where product concepts can be presented and tested. The space houses key IFF experts, including senior product designers and is designed to be equipped to support the creation of new flavors for culinary and sweet applications.

"This space brings us closer to our key customers, driving engagement, and enabling them to co-create with us on-site and in-person," said Laurens Reiber, regional creation and design director, Europe, IFF. "Furthermore, the Food Valley is a thriving innovation ecosystem, and coupled with access to academia, we can now strengthen our collaboration on projects exploring the future of food. Our new co-creation center will help IFF deliver on its core goal of driving insights-led innovation to enable our customers to win. We're hugely excited about the opportunities that lie ahead." p&f+

Courtesy of IFF



IFRA Adds 3 Members from FCA, IFF and Mane to Board of Directors



"I would very much like to thank departing Board members Robert Bedoukian and Miguel Zavala, for their many years of service to the IFRA Board, as well as for the support of Simon Herriott from IFRA Regular Member IFF," said Hans Holger Gliewe.

The International Fragrance Association (IFRA) has announced the appointment of three new members to its Board of Directors–Farah Ahmed, president and CEO, Fragrance Creators' Association (FCA – North America), Ana Paula Mendonça, president, Scent, IFF, and Mauro Landgraf, director, Fragrance Division, MANE (Latin America). These appointments are effective immediately.

"Adding noted fragrance industry professionals to our Board ensures IFRA remains at the forefront of innovation and regulation in the fragrance industry," said Hans Holger Gliewe, chairman of the IFRA Board. "Their extensive experience and unique perspectives–particularly in their home regions–are invaluable as we continue to promote the safe and enjoyable use of fragrance around the world."

"We are confident that these new additions to our Board will help us in supporting the global fragrance industry," added Gliewe. "Their leadership is expected to bring fresh insights and give direction to our work, especially in the light of the upcoming IFRA strategy for 2024-2029."

"I would very much like to thank departing Board members Robert Bedoukian (North America) and Miguel Zavala, (Latin America) for their many years of service to the IFRA Board, as well as for the support of Simon Herriott from IFRA Regular Member IFF," concluded Gliewe.

Courtesy of IFRA

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PROFILES:

SUDARSHAN NADATHUR, PH.D.

The chief flavorist also touches on their journey to flavor and the evolution of the industry.

What led you to the flavor industry?

When I was getting my undergrad in chemistry, a professor said that food science was a rewarding career path. I felt that applying the knowledge I was learning to a useful, tangible and impactful area of science that ultimately provides people with something everyone enjoys – food – was a worthy way to spend my time. So, when I finished my Ph.D. in food science at Oregon State I started working in a research role with a focus on dairy, using fermentation and enzymes and transitioned to an opportunity to become a flavorist. Twenty years and 5,000 flavors later, that's what I'm doing today.

What applications do you primarily formulate for? Has this changed since you first began your career?

My work has been almost entirely dairy-related: milks, butters, creams, seasonings, dips, dressings, though I have supported many other categories including meat, vanilla, chocolates, etc. Dairy is cross-category, and understanding each of these applications and how to make them better has been a lifelong passion.

Has dairy changed in 20 years? Absolutely! We've been transitioning more and more from traditional cow/sheep/goat milk to soy- or pea-based products for a while now. More recently, we've even been looking at making dairy proteins through fermentation or using mycoproteins for formulations. With these newer processes come challenges. What works for traditional dairy has to be adapted to what will work for a soy- or pea-based yogurt or milk. Each of these alternative proteins may have off-notes, so masking the flavor of certain plant proteins or covering up the fungal notes is important.

My goal has always been to wear two hats–to come up with new innovations that enable truer dairy taste while at the same time working with customers to think ahead on where dairy can go, expanding its capabilities.

What are some of the current trends that are exciting you at the moment?

At ADM, we're dedicated to finding solutions to feeding a growing global population and making those proteins taste great. To enable that, we are considering which ingredients we can ideate on and which entirely new ones we can innovate. Addressing flavor deficiencies and functional issues in non-traditional dairy are some other challenges of the moment, like achieving the beautiful mozzarella cheese stretch you get when you pull a slice of pizza from the pie. The industry overall hasn't yet mastered that in non-traditional cheese and solutions are coming from start-ups via fermentation-derived casein. Overcoming these hurdles is top-of-mind, as is lowering our carbon footprint while we do so.

Another trend, and demand from consumers, is making products with reduced sugar, salt and fat taste like their full counterparts. This can be difficult – once we reduce a commodity, the formulation becomes thinner. For instance, reducing sugar can make an application more watery. We have to be creative in how to fill in these gaps. If we replace sugar with a different sweetener, that may affect the way strawberry or chocolate milk is perceived. Ingredient selection is a key consideration.

Are there any formulations you would consider timeless? Why?

Dairy makes ice creams, milks and coffees more indulgent. And adding some of the supportive notes of dairy into fruit flavors will continue to be in demand.



Courtesy of ADM

Name: Sudarshan Nadathur, Ph.D.

Title: Chief Flavorist, ADM

Location: Erlanger, Kentucky, USA

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Dairy is not always the star, but it is often a supportive ingredient across a number of categories and in many classic concoctions we know and love.

I would also say cheddar cheese. Duplicating the taste of traditional cheddar as a flavor system in vegan products is still ongoing – it's a complex flavor! Even though we can analyze the components of cheddar cheese to understand the composition, combining these molecules into a flavor system may not deliver the traditional taste consumers are expecting. The taste components of cheese are an integral part of the profile and hard to replicate. We're continuously looking to improve what we have and seeking new molecules to make that flavor taste as close to the gold standard product as possible.

Advice for people coming into the flavor field.

Learn to combine the science and the art of creating new flavors. (Though, I must admit, I'm more partial to the science.) Each customer requires their own signature taste. Fulfilling their needs demands not just utilizing the right ingredients, but also understanding the regulations, cost, manufacturing guidelines and other factors. All need to be navigated skillfully for your next (or first) great formulation to be realized. Every day is a different challenge as we continue to move into a regulatory environment where non-GMO, organic, precision fermentation-derived and other protein ingredients come into play. However, when you do get it right, it's enormously rewarding to see your flavor become a consumer favorite.

One specific piece of advice I'll offer: You have to be a foodie to really be successful in this field. The more you enjoy food and the more cultures you mingle with, that's going to expand your mind. A breadth of knowledge of flavors from around the globe will make you more creative, as you can find solutions from different cuisines you've experienced to create a winning product for the customer.

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CLEMENT GAVARRY

The best part of Clement Gavarry's job? "The fast pace, I like the fact that there is so much to do that I never get bored."

What led you to the fragrance industry?

Perfumery was something I grew up around and at age 15, I began doing annual internships within the fragrance industry. It was here that I really dove into the world of ingredients and began analyzing them.

I then studied at ISIPCA where I graduated with a master's degree in Organic Chemistry, my focus being on chromatography.

What applications do you primarily formulate for? Do you have a favorite?

I primarily create fine fragrances, so this is definitely my favorite but I also work on other applications. My second favorite application to formulate would have to be candles.

Are there any recent projects/wins you're particularly proud of?

Cloud Pink (Ariana Grande): Top notes of pink pineapple, dragon fruit and berries. Middle notes of vanilla, orchid, coconut water and blush ambrette, Base notes of magenta, moss, amber, woods, musk and praline.

Vanilla Skin (Phlur): Top notes of pink pepper, pink apple and sugar crystals. Heart notes of lily, jasmine



Name: Clement Gavarry

Title: Principal Perfumer, dsm-firmenich

Location: New York City, New York

Courtesy of dsm-firmenich

petals and cashmere wood. Base notes of benzoin, vanilla, sandalwood and agarwood.

Calypso Clementine (Bath and Body Works): Fragrance notes of juicy clementine, neroli nectar and coastal woods.

Describe yourself in three ingredients.

Jasmine: because the smell of jasmine was a big part of my childhood growing up.

Patchouli: because it is so versatile and so unique, it's a game changer. The same fragrance can be a completely different experience with just the addition of Patchouli than it is without.

Calone: because it reminds me of the ocean and I enjoy spending time by the water—water is my element.

Advice for people coming into the perfumery field?

Passion, because this is something that has to go way beyond the professional aspect of the job. It's not just a job, so your passion for the art has to surpass that because it's a 24/7 job.

Resiliency to keep on trying, because sometimes mistakes are the best way to learn so you need to just keep on smelling because this is how you learn. There is no such thing as bad mistakes—it's always trial and error.

The last would be to be hardworking and stay curious. Curiosity is key; you must be curious, push the boundaries, and push the envelope to discover new things.

How has the job of a perfumer changed during your career?

The job has changed tremendously and there are a lot more moving pieces now than ever before. For example, there are now more restrictions in our perfumer palette in terms of ingredients that we can use and so that means generally fewer ingredients to work with. That said, this really makes us think differently about how we formulate which in the end can push creativity.

There are also more consumer tests being completed for projects, which was not the case when I first started. Today, in order to have a global launch you need to have a good tester, and so this has become a big part of the development stage whereas before this wasn't required as much.

One of the biggest changes we have seen is also of course the new technology that is now available to us. We can play with tools and use AI to help us in terms of performance and consumer testing.

The last big change I have experienced over the years is how public our role has become, meaning now we have to be more active on social media and more in the public because there is much more interest from the consumer in the creation of their products.

Are the types of projects you're working on changing over time? How are the creative demands of the job evolving?

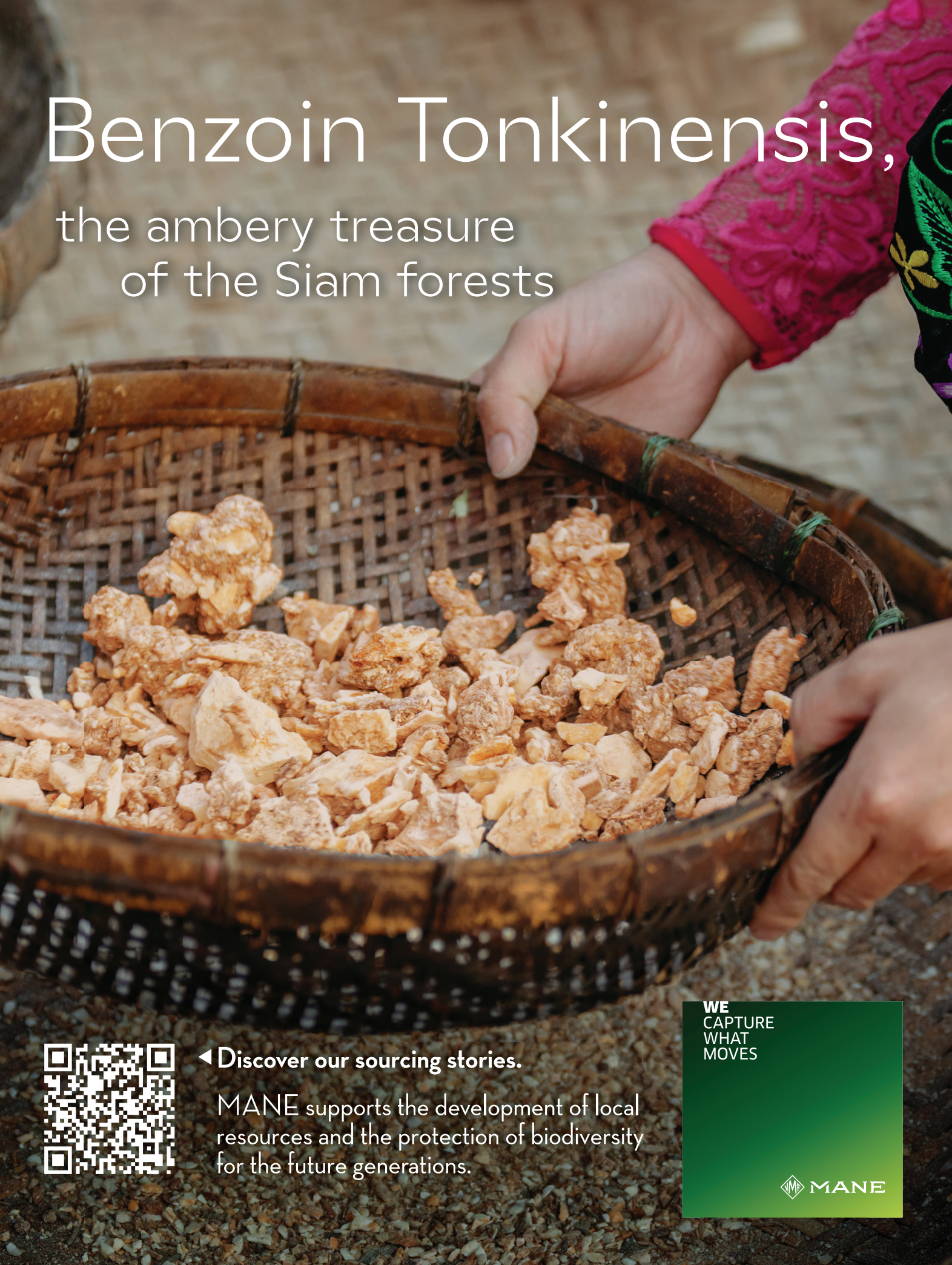
Yes, like anything else project changes but with that you adapt much more and you are faster. The turnarounds for projects now are much shorter than they used to be, and many times it is driven by newness so it has to be quick and reactive.

What is the best part of your job?

The fast pace, I like the fact that there is so much to do that I never get bored. There is no routine, every day is a new day with new opportunities, and new challenges and that is very motivating. You never really know what is going to happen today.

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In the brown flavor category the cost issues of dairy resurface in a more moderate form—1,000 ppm level is also great in caramel and toffee profiles.



BY JOHN WRIGHT
johnwrightflavorist@gmail.com

FLAVOR BITES:

δ-Dodecalactone in Dairy, Fruit, Savory, Brown & Other Flavors

John Wright shares how δ-dodecalactone is more versatile than a flavorist may expect.

δ-Dodecalactone fits so perfectly into dairy flavors that the category can restrict our view of possibilities for this interesting raw material. The challenge in all dairy flavors is cost. δ-Dodecalactone and δ-decalactone are both very expensive, especially as naturals. δ-Decalactone has a much stronger aroma and seems, at first sight, to be the better "bang for a buck" option.

Life is not so simple, and the choice is complicated by the fact that δ-dodecalactone has a much stronger taste effect. Trying to recreate a truly realistic overall effect in dairy flavors often involves using rather more δ-dodecalactone than δ-decalactone, which pushes the cost up dramatically.

When attempting to decipher analyses it is worth noting that this ingredient has quite a few alternative names, some of which are not so immediately obvious - 6-heptyl oxan-2-one, 1,5-dodecanolide and 6-heptyl tetrahydro-2H-pyran-2-one are amongst the most often seen.

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Away from the difficult cost decisions in the dairy flavor category, the considerations governing the use of δ-dodecalactone can be quite different. The relative importance of the taste effects is enhanced, often making it a better choice than δ-decalactone.

Note that the dose rates given throughout this article are the levels suggested for use in flavors intended to be dosed at 0.05% in ready-to-drink beverages or in a simple bouillon.



Two hundred ppm of δ-dodecalactone adds depth of taste in delicate starfruit flavors.

Fruit Flavors

Apples: In all fruit flavors the worry about cost is much less of a factor. The effect of δ-dodecalactone is better than δ-decalactone and the ideal level of addition is only 20 ppm.

Apricot: Apricot flavors are the nearest to dairy in respect of cost. Levels range from 200 ppm to 500 ppm.

Banana: This lactone provides much needed depth and taste effects at levels around 50 ppm.

Mango: The level to use in mango flavors is very much an issue of creative judgement. Two hundred ppm is a good starting point.

Passionfruit: Twenty ppm of δ-dodecalactone adds subtle depth to passionfruit flavors and helps balance the dominant sulfur notes.

Peach: Peach and nectarine flavors can use varying levels of δ-dodecalactone, up to 500 ppm.

Plum: One hundred ppm of this ingredient adds depth of taste to all styles of plum flavors.

Starfruit: Slightly more, up to 200 ppm, has a similar effect in delicate starfruit flavors.

Strawberry: The best level of δ-dodecalactone in most strawberry flavors is 100 ppm, but higher levels can be interesting in wild strawberry flavors.

Dairy Flavors

Butter: The cost factors come into play dramatically in all butter flavors. Six thousand ppm of δ-dodecalactone results in authentic taste effects, but may need to be subject to economy.

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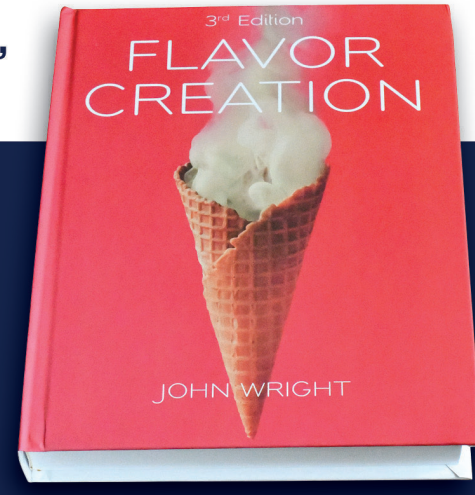


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Cheese: Cheese flavors are not such a big problem. The levels of the lactones in nature are obviously still high, but their importance in overall taste effects is dwarfed by the aliphatic acids. Two or three hundred ppm of this ingredient works quite well, and does not break the bank.

Cream: Cream flavors are, unfortunately, in a similar position to butter flavors. The level has to be tempered by cost considerations. Two thousand ppm is a workable compromise.

Milk: The same factors apply equally to fresh milk flavors. Condensed milk flavors need higher levels, 3,000 ppm and up.

Savory Flavors

Beef: The effect of δ-dodecalactone in all savory flavors is extremely interesting. It has an obvious taste effect, but it also counterbalances more aggressive heavy savory ingredients, such as sotolone. Six hundred ppm is effective in roast beef flavors.

Chicken: Similar levels also work well in chicken flavors, reducing the simplistic impact of chemicals like 2,4-decadienal

Liver: Liver flavors only need around 200 ppm of δ-dodecalactone to gain in depth and realism.

Mushroom: Two hundred ppm is excellent in cooked mushroom flavors, adding depth and a hint that the mushrooms have been cooked in butter.

Pork: All categories of pork flavors, from bacon to ham, are improved by the addition of around 500 ppm of δ-dodecalactone.

Seafood: All seafood flavors, especially shellfish, suffer from the fact that the seaweed phenols can seem rather harsh. δ-Dodecalactone helps to soften this effect. Ideal levels vary considerably, ranging from fifty up to several hundred ppm.

Smoke: Smoke flavors obviously have a similar problem and similar levels of this raw material are equally effective.

Brown Flavors

Butterscotch: In the brown flavor category the cost issues of dairy resurface in a more moderate form. One thousand ppm of δ-dodecalactone is ideal in butterscotch flavors.

Caramel and Toffee: The same 1,000 ppm level is also great in caramel and toffee profiles.

Chocolate and Cocoa: One thousand ppm is also effective in milk chocolate flavors but a much lower level, around 50 ppm, is all that is required in cocoa flavors.

Coffee: Coffee flavors can accept varying levels of δ-dodecalactone. Two hundred ppm certainly helps to tame the phenols in higher roast profiles.



Cream soda flavors are not really looking for subtlety or authenticity, but 500 ppm of δ-dodecalactone improves consumer acceptability.

Vanilla: For once we have a raw material that is not necessarily helpful in vanilla bean flavors. French vanilla profiles are a very different matter, there the sky's the limit.

Other Flavors

Coconut: δ-Dodecalactone adds complexity to the strong coconut lactones in all of the many different types of coconut flavors. Levels range from 400 ppm to 800 ppm.

Corn, Sweet: Four hundred ppm also add complexity to sweet corn flavors, softening the more obvious notes.

Cream Soda: Cream soda flavors are not really looking for subtlety or authenticity, but 500 ppm of δ-dodecalactone improves consumer acceptability.

Dough: Dough flavors can use very varied levels of this chemical, ranging up to a 1,000 ppm.

Hazelnut: This is not an obvious ingredient in nut flavors, but a modest addition can be quite helpful. Twenty ppm is a good place to start.

Peanut: Similar comments apply to peanut flavors, with only 10 ppm recommended as a starting point.

Popcorn: The level in popcorn flavors is entirely up to the imagination. Several thousand ppm can work very well, but run into the cost barrier.

Walnut: Walnut flavors are a little out of the run of other nut flavors. Low levels of δ-dodecalactone, around 20 ppm, certainly add realism. Aside from that it is quite possible to shift the profile in a pleasant fantasy direction with much higher levels.

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SUMMER *Sensations*



gamma-Terpinene, Natural
FEMA 3559
citrus

2,6-Dimethyl-5-heptenal, Natural
FEMA 2389
tropical fruit, watermelon, cucumber

2-Octen-4-one, Natural
FEMA 3603
fruity, peachy, creamy

6-Methyl-5-hepten-2-ol, Natural
FEMA 4884
citrus

Ethyl Methylthiopropionate, Natural
FEMA 3343
tropical flavors, pineapple, blueberry, grape

trans-2-cis-6-Nonadienal, Natural
FEMA 3377 (US Natural only)
cucumber, melon, berry

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Leveraging Mint Beverages to Meet Consumer Positive Nutrition Demands

How to capitalize on consumers seeking beverages that align with their personal wellness goals, while also providing exciting taste experiences.

BY MICAH GREENHILL, Senior Marketing Director, Beverages, ADM & JUSTIN SOLOMON, Category Marketing Director, Alcoholic Beverages, ADM



Micah Greenhill



Justin Solomon

As a "close-to-nature" botanical, mint has the versatility to create many complex flavor pairings and has evolved to serve a variety of beverage formats.

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Increasingly focused on being their best selves, consumers are seeking beverages that align with their personal wellness goals, while also providing exciting taste experiences. Uplifting mint has been linked with aspects of well-being by people both past and present. From its herbal roots to daily refreshment on the go, mint has evolved in its uses and associations. By understanding this progression, flavorists and product developers alike can leverage mint to entice those consumers focused on positive nutrition with a wide range of beverages and satisfying taste sensations.

CULTIVATE MINT'S HUMBLE ROOTS

Aromatic mint leaves have a storied history as infusions or tisanes, steeped herbal beverages served for enjoyment and perceived wellness attributes. The mint leaf profile is very specific to its varietal: *Mentha arvensis* (arvensis or cornmint) has bolder menthol characteristics, *Mentha piperita* (peppermint) is sweeter and creamier, *Mentha spicata* (spearmint or garden mint) has fresh, green notes, while still other varietals have more earthy flavor profiles. Garden mint provides the distinctive mint flavor commonly found in alcoholic drinks like mojitos, mint juleps and grasshoppers, as well as beverages like mint lemonade and cucumber mint water.

Mint has also been an important herb in traditional holistic approaches to wellness support. Folk remedies have linked mint to soothing digestive issues and helping alleviate headaches. Modern researchers have explored the potential effects of menthol on digestive health, particularly related to abdominal pain, bloating and irritable bowel syndrome (IBS). For instance, peppermint is antispasmodic, so it has the potential to relieve bloating and flatulence and relax the bowel wall. The active compounds concentrated in mint leaves are also believed to help decrease inflammation, improve blood flow and reduce pain sensitivity. Furthermore, aromatherapy associates mint with both calming and stimulating effects. Sipping mint tea may support relaxation while also delivering a caffeine-free spark of energy.

BOTTLE UP A GOOD THING

Although mint remains ingrained in the hot tea market, today's consumers are also leaning into refreshing beverages, enjoying how mint complements light and bright taste profiles. Mint is an exceptional supporting flavor, adding complexity and optimizing other flavors in a formulation. For instance, the fresh green taste of mint amplifies the seedy notes of raspberry, balances the creamy richness of chocolate and lifts the subtle flavor of pear without overpowering it. New



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Mint has also been an important herb in traditional holistic approaches to wellness support.

product launches reveal the growing use of herbaceous mint in carbonated soft drinks (CSDs) and sparkling waters, where the fizzy texture and crisp flavor add a lively pop to beverages. Popular flavor combinations include pairing mint with strawberry, apple, watermelon, pineapple, cantaloupe, blueberry and all varieties of citrus, especially lime and lemon.

In the alcohol arena, 63% of global consumers are interested in mint flavoring in premixed ready-to-drink (RTD) beverages, like a peppermint white Russian for an update of the classic cocktail.1 The sophisticated Southside and variable fruit-based smash cocktails also rely on fresh mint leaves for invigorating flavor. Moreover, 55% of consumers say they are interested in trying a flavored beer or beer mix that contains mint, such as a passionfruit mint shandy or a mango wheat ale. Also, in a recent ADM proprietary study among consumers across North America, the mojito was a top-five cocktail flavor that consumers are interested in seeing in RTD cocktails.

An emerging trend at boutique cocktail bars is mint-washed spirits, similar to the fat-washing technique that adds complexity and dimension to the tasting experience. Mint washing uses alcohol or vermouth to extract oils from the mint leaf, infusing the liquor with uniquely nuanced flavors and aromas. Imagine mint-washed gin with elderflower and a spritz of lemon or a revival of the beloved mojito with mint-washed rum. For the RTD cocktail category, mint flavor extracts may one day mimic these delicate infusions at scale.

THIRST FOR WHAT'S NEXT

The newest expression of mint's evolution is in functional beverages, aligning with consumers' ongoing interest in personalized and proactive wellness support. Traditional associations between mint and digestion feed into contemporary awareness of the gut microbiome as a key player in overall well-being. For instance, sparkling waters and craft sodas with prebiotic fiber inclusions are gaining market share as "healthy" and delicious options. Think of a juicy and refreshing blend of grapefruit and mint, or a tropical mix of guava, coconut and mint. As a source of probiotics, fermented teas are also linked to gut health, such as a blackberry-mint kombucha.

The active nutrition segment presents another frontier for mint in functional beverages, as consumers seek out solutions for improved focus, productivity, performance and relaxation. Chocolate peppermint protein



Popular flavor combinations include pairing mint with strawberry, apple, watermelon, pineapple, cantaloupe, blueberry and all varieties of citrus, especially lime and lemon.

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Nearly three-quarters of global consumers are checking ingredient lists and nutrition labels (74%) on food and drink products, specifically for "natural" and recognizable ingredients (73%).

shakes are a rewarding and nostalgic treat, with mint cutting through creamy dairy notes and brightening the decadent chocolate flavor. The flavor of wild-berry mint works well in energy drinks, with hydrating watermelon mint a great choice for isotonic sports drinks. For adults seeking elevated flavor profiles and a sense of alertness, cooling mint combines beautifully with spicy ginger, floral coriander and zesty lemon. Mint can also bring feelings of calm and ease. Intriguingly, the cooling aspect of menthol can provide these juxtaposing characteristics in better-for-you beverages.

Ultimately, consumers are acting for today to support a better tomorrow. There is a growing movement from health-conscious consumers to support the planet through positive purchasing decisions, and shoppers expect brands to be transparent and accountable. For example, nearly three-quarters of global consumers are checking ingredient lists and nutrition labels (74%) on food and drink products, specifically for "natural" and recognizable ingredients (73%).2 This demonstrates a need for reassurance that care and attention have gone into the formulation of their food and beverage purchases. Consumers want authentic products that they equate to being better for themselves and the environment, and the responsible growing and sourcing of mint is a way beverage brands can address this demand.

FILL UP ON BEVERAGE SUCCESS

As a "close-to-nature" botanical, mint has the versatility to create many complex flavor pairings and has evolved to serve a variety of beverage formats. Whether it's infused in hot tea or chilled sparkling water, muddled in classic cocktails, or adding refreshment to energy drinks, mint provides a sprig of the unexpected. Quality mint oils and extracts can help product developers achieve their clean label targets by using botanical ingredients responsibly sourced from nature. Recent scientific advancements have enabled mint varieties that can be grown with less water, fertilizer and energy than traditional mint plants. Brands that can capture authentic mint flavor in beverages that have a smaller environmental impact will have a significant edge with the discerning consumers of today and tomorrow.

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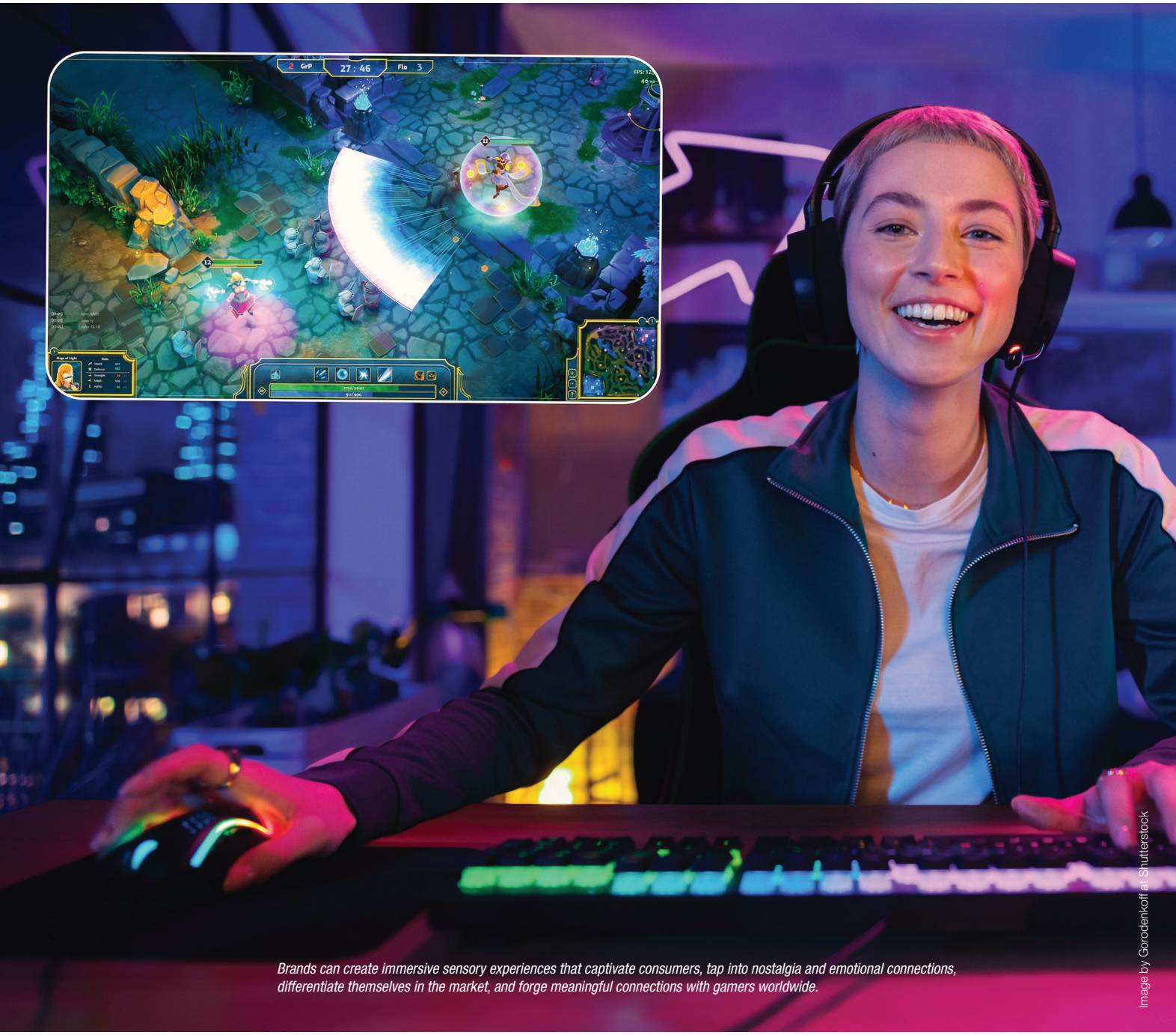
1. ADM Outside Voice
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HOW FANTASY FLAVORS ARE TRANSFORMING GAMING

Brands can create immersive sensory experiences that captivate consumers, tap into nostalgia and emotional connections, differentiate themselves in the market, and forge meaningful connections with gamers worldwide.

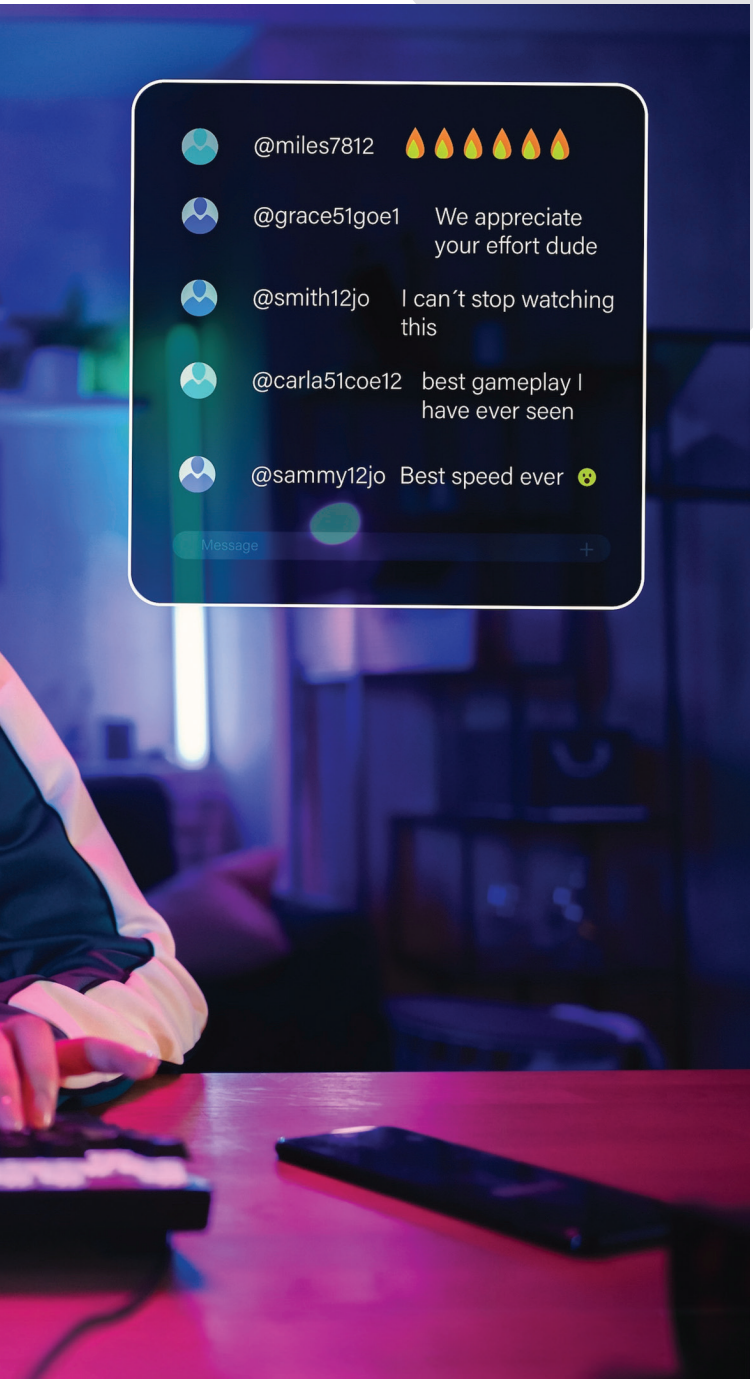


Brands can create immersive sensory experiences that captivate consumers, tap into nostalgia and emotional connections, differentiate themselves in the market, and forge meaningful connections with gamers worldwide.

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BY NATASHA D'SOUZA, V.P. of Flavors and Consumer Experience, Sensegen



In the immersive world of gaming, where millions seek solace and excitement in epic adventures, the senses are often tantalized by the sights and sounds of fantastical worlds. However, one crucial element has been missing from this immersive experience: taste. Natural fantasy and gaming flavors emerge as the new dimension to gaming by enhancing consumer immersion in the tastes and sensory experiences of these captivating realms.

It is essential to explore why fantasy flavors stand out in the gaming world. What truly sets gaming and fantasy flavors apart is their ability to transport consumers into their favorite games with a single bite or sip – one foot in the familiar. The sensory experience of indulging in these flavors goes beyond taste alone; it engages multiple senses, triggering memories and emotions associated with gaming experiences. Consumers could imagine savoring a potion-inspired beverage that tingles on the tongue like a magic elixir or biting into a snack that evokes the smoky aroma of a battlefield campfire. With each sensory encounter, consumers are transported into the immersive worlds of their favorite games, experiencing a moment of escape in the midst of their daily lives.

Brands can create immersive sensory experiences that captivate consumers, tap into nostalgia and emotional connections, differentiate themselves in the market, and forge meaningful connections with gamers worldwide. With such a vast and diverse audience, snacks and beverage manufacturers have a golden opportunity to capture market share and expand their product lines.

The gaming industry has witnessed remarkable growth in recent years, with millions of players around the world spending countless hours immersed in virtual worlds. According to market research firm Newzoo[a], the 2023 global games market reached $184.0 billion in revenue and is projected to continue growing at a steady pace.

[a]*https://newzoo.com/resources/blog/games-market-estimates-and-forecasts-2023#:~:text=As%20per%20the%20January%202024,%2 D5.1%25%20dip%20in%202022.*

Fantasy Flavors Transport Consumers to Imaginative Worlds

In understanding why fantasy flavors are different from everyday ones, it is crucial to define what constitutes a fantasy flavor. Unlike everyday flavors, which may aim for familiarity and practicality, fantasy flavors transport consumers to imaginative realms, offering a taste of the extraordinary. They evoke a sense of wonder and excitement, mirroring the fantastical elements found in gaming worlds. The Innova Lifestyle & Attitudes Survey 2023[b] on Indulgence and Treating Trends in the U.S. and Canada reported that 31% of respondents in the U.S. and Canada turn to food and beverage treats to boost mood and comfort.

Inspiration from Perfumery

Taking inspiration from perfumery, fantasy flavors delve into the art of crafting intricate and evocative taste profiles that transport consumers to imaginative worlds. Fantasy flavors are meticulously curated like fine fragrances to evoke specific moods, emotions, and environments. Each flavor is a sensory masterpiece designed to ignite the imagination and captivate the senses.

Fantasy Flavors, a Premium Indulgent

Most consumers mainly choose indulgent snacks for enjoyment/pleasure (44% in Canada and 40% in the United States) reported by Innova Market Insights. The craftsmanship and innovation involved in creating fantasy flavors contribute to their premium status. To achieve their desired effects, these flavors can take on a whole new meaning with advanced techniques and cutting-edge technology, such as biotechnology. The use of high-quality ingredients and meticulous flavor development further elevate the premium nature of fantasy flavors, appealing to discerning consumers who appreciate attention to detail and quality craftsmanship.

[b]*https://www.innovamarketinsights.com/insight/consumer-insights/*



Flavors can tap into familiar themes, characters, and settings, food and beverage brands can create products that resonate deeply with consumers, sparking feelings of nostalgia and nostalgia-driven purchases.

Consumer Sensory Response to Fantasy Flavors

The choice of flavors can be tailored to match the persona and energy of different games. For high-energy games that demand focus and intensity, flavors infused with invigorating base ingredients like guava or hibiscus can provide a refreshing boost. On the other hand, flavors with soothing notes like lavender or vanilla may enhance the sense of calm and immersion for more relaxed or atmospheric games. Learning about the nuances of gaming experiences and the preferences of players, brands can curate flavors that perfectly complement the gaming journey, further enhancing the overall experience.

Aligning with Consumer Experiences

Snacks and beverages are essential companions to gaming sessions, providing sustenance and refreshment to players during intense gaming marathons. As gaming becomes increasingly mainstream and socially acceptable, the demand for gaming-friendly snacks and beverages is on the rise. Manufacturers can leverage this trend by offering products tailored to the needs and preferences of gamers, such as energy drinks infused with gaming-inspired flavors or snack packs designed for convenient consumption during gaming sessions.

Smaller Food Treats Across All Generations

The same Innova Lifestyle & Attitudes Survey 2023 on Indulgence and Treating Trends in the U.S. and Canada found that the preference for smaller food treats is consistent across generations. Specifically, 36% of Generation Z respondents and 39% of Millennials indicated a preference for smaller, everyday treats to consume. Meanwhile, Generation X and Boomers showed similar levels of agreement, with 40% of each generation expressing a preference for smaller treats

For gamers, fantasy flavors offer a brief respite from the pressures of the real world at home, allowing them to momentarily inhabit the fantastical realms

Image by Vladimir Sukhachev at Shutterstock



Snacks and beverages are essential companions to gaming sessions, providing sustenance and refreshment to players during intense gaming marathons.

they love. From the gaming chairs to mobile phone, embarking on epic quests, battling fearsome monsters, or forging alliances with fellow players, the sensory experience of gaming and fantasy flavors enhances the immersion experience, making every bite and drink part of the journey. The Innova Market Insights 2023 report on snack choices at home surveyed North American consumers to determine where they prefer to indulge in snacks: at home or outside the home. The findings revealed that a significant majority, 60%, prefer snacking at home.

Biotech Offers Flavors Transcending the Ordinary

Natural flavors powered by biotechnology offer numerous advantages over traditional synthetic flavors. First, they provide a clean label, addressing consumers' growing concerns about artificial additives and chemicals in their food and beverages.

The potential impact of biotechnology in the food industry extends beyond just flavor innovation. Biotechnological advancements allow for more sustainable and efficient production methods, reducing the environmental footprint of food manufacturing processes. Companies can create products that are delicious but also planet-friendly, appealing to the growing segment of eco-conscious consumers.

Natural flavors powered by biotechnology can provide a more authentic and true-to-nature flavor profile. Through precision fermentation techniques, biotech companies can produce flavor compounds identical to those found in nature, ensuring consistency and quality in every batch.

The precision and consistency of biotechnology allow for greater customization and versatility in flavor creation, catering to gamers' and fantasy enthusiasts' diverse tastes and preferences. Brands can create a wide range of flavors tailored to specific consumer preferences and market trends. Whether it's recreating exotic fruit flavors, enhancing the taste of savory snacks, or developing innovative beverage formulations, biotech-derived natural flavors offer limitless possibilities for sensory creativity.

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The rise of social media and influencer marketing has created new avenues for promoting gaming and fantasy flavors to a global audience.

Storytelling Flavors

One of the key marketing angles for gaming and fantasy flavors lies in their ability to evoke nostalgia and trigger memories associated with beloved games and fantasy franchises. Flavors can tap into familiar themes, characters, and settings, food and beverage brands can create products that resonate deeply with consumers, sparking feelings of nostalgia and nostalgia-driven purchases. Gamers can imagine sipping on a potion-inspired energy drink while embarking on a virtual quest for exploring adventure—these are experiences that tap into the collective consciousness of gamers and fantasy enthusiasts, fostering a sense of connection and community.

Cross-branding Opportunities with Gaming Companies

Another compelling marketing angle for gaming and fantasy flavors lies in their potential for cross-branding opportunities with gaming companies and entertainment franchises. Partnering with popular gaming properties and fantasy franchises, food and beverage brands can leverage existing fan bases and tap into the immense popularity of these properties. Imagine limited-edition snack packs featuring artwork from blockbuster video games or collectible beverage cans adorned with iconic fantasy characters—these collaborations drive sales and generate excitement and engagement among fans.

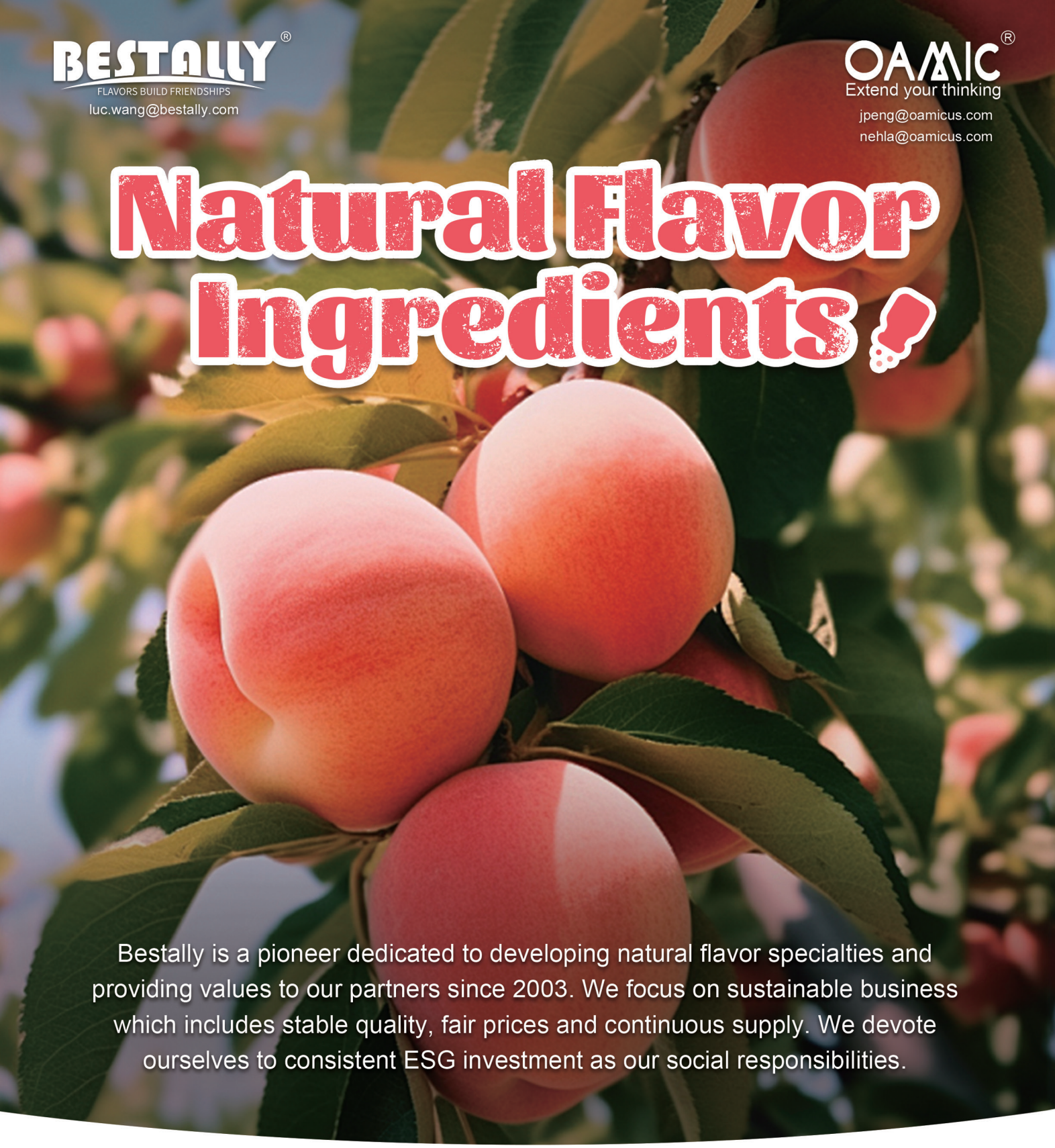
The rise of social media and influencer marketing has created new avenues for promoting gaming and fantasy flavors to a global audience. From sponsored content and product placements to influencer partnerships and branded events, food and beverage brands can leverage the power of social media to reach millions of gamers and fantasy enthusiasts worldwide, driving awareness and sales in the process.

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FEMA 3420 Beta-Damascenone EU Natural
FEMA 3243 Beta-Damascone EU Natural (New)
FEMA 3761 5-Methyl-2-hepten-4-one EU Natural, Chiral
FEMA 2594 Alpha-Ionone EU Natural, Chiral (+100 degree)
FEMA 3272 2,5-Dimethyl Pyrazine EU Natural
FEMA 3273 2,6-Dimethyl Pyrazine EU Natural
FEMA 3155 2-Ethyl-3-Methyl Pyrazine EU Natural
FEMA 3919 2-Ethyl-6-Methyl Pyrazine EU Natural (New)
FEMA 3149 2-Ethyl-3(5 or 6)-Dimethylpyrazine EU Natural

FEMA 2361 Delta Decalactone EU Natural, Chiral
FEMA 2401 Delta Dodecalactone EU Natural, Chiral
FEMA 2796 Gamma Octalactone EU Natural, Chiral
FEMA 2400 Gamma Dodecalactone EU Natural, Chiral
FEMA 3590 Delta Tetradecanlactone EU Natural, Chiral (New)
FEMA 3204 Sulfurol EU Natural
FEMA 3328 2-Acetyl Thiazole EU Natural
FEMA 3134 2-Isobutyl Thiazole EU Natural
FEMA 3555 2-Isopropyl-4-Methyl Thiazole EU Natural
FEMA 3680 2-Ethyl-4-Methyl Thiazole EU Natural (New)



Francis Kurkdjian, the perfumer and artistic director behind Maison Francis Kurkdjian.

Images courtesy of Maison Francis Kurkdjian

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Francis Kurkdjian Talks Perfumer Recognition, Evolving Industry Demands & Fragrance's Next Frontier

Kurkdjian touches on adjusting to evolving career demands, perfumers in the spotlight, current trends, recent launches and *WPC* 2024.

Just weeks away from the return of *World Perfumery Congress* (*WPC*), *Perfumer & Flavorist*+ connected with a star in fragrance, Francis Kurkdjian who is the perfumer and artistic director behind Maison Francis Kurkdjian. Throughout the interview Kurkdjian touches on adjusting to evolving career demands, perfumers in the spotlight, current trends, recent launches and the upcoming three-day WPC event set for June 24-27 in Geneva, Switzerland.

What are some of the newer job demands of the perfumer that you are witnessing? How do these demands affect your day-to-day?

Francis Kurkdjian [FK]: I believe that the most important change in the industry came from the fact that perfumers today are public figures, they are put forward during a fragrance launch. It's something that I already saw when I started my career 30 years ago, but today it's common practice for perfumers to promote their creations. It's not enough to create a fragrance anymore, a perfumer also has to know how to talk about it, to their clients – brands – but also to the final customer – the public.

We are beginning to see more spotlights on the perfumer behind the product, what are your thoughts on this new phenomenon?

FK: You call it a "a new phenomenon" but it's nothing strange, abnormal, or unexpected. On the contrary, it is absolutely, right and justifiable to mention the perfumers who worked on composing a perfume. The opposite wasn't! It is a proper change in the way of doing things. If creating a scent were to be considered the result of a collective effort (such as an opera, a ballet, a music partition, etc.), it relies also on perfumers' creative and technical competencies.

This is the reason why I founded Maison Francis Kurkdjian with Marc Chaya, our CEO. We wanted a space to express my creative vision as a perfumer, in an industry where only the brand was visible. And I do have full freedom of expression, it's a fact.

For many decades, couture names used the prestige of their fashion to drive their fragrances' desirability, but the perfumer was hidden from the public eye. We made the bold choice of launching a House of Fragrance creation named after the perfumer, with a brand name that many criticized for being "too difficult". Perfumers today have more recognition, they're more highly regarded, their work is considered an act of creation and not mere chemistry, but this wasn't the case in the past. luxury brands which in the past relied on external resources hired in-house perfumers, while this recent shift allowed for smaller, independent, more creative brands to rise.



"Paris is incredible and I translated into fragrance the emotions of living two moments that are ephemeral but so exceptionally beautiful that they remain engraved in memory, through a duo of eau de parfum, Petit Matin and Grand Soir."

It's a shift that isn't happening only in our industry. People are more informed and want to know who and what is behind the scenes of everything. A perfumer needs to be a good communicator today to succeed.

I'm obviously grateful and happy to see my work recognized and to see perfumers becoming more visible.

What are the current trends that you are witnessing in the fragrance market? Anything that is exciting you the most?

FK: Let me start by saying that trends don't really impact my work. I don't follow them. I try to stay clear of them and to just follow my instinct. However, I am hungry for information, to understand the society in which I operate. I want to surprise my audience, not give them what they expect, and trends disappear just as quickly as they appear.

Perfume reflects its time. Our taste in fragrances evolves the same way our taste in food, music or fashion does.

I have always been a tech addict. I inherited this from my dad who was a pioneer in IT back in the early 60's until he retired. So, I am eager to use new tools such as AI and see how it could help me in creating perfumes. That's an exciting step I look forward to.

I'd love to touch on your two fragrances that are inspired by Paris. Can you touch on the formulation process, choosing specific notes, the story of each of these fragrances?

FK: I grew up near Paris, I lived here my whole life, the city is an endless source of inspiration for me. The human encounters that spawn from cities, the little pleasures the city has to offer, the art, the culture, and the architecture. The city is close to my heart and it's part of the codes of Maison Francis Kurkdjian.

Paris is incredible and I translated into fragrance the emotions of living two moments that are ephemeral but so exceptionally beautiful that they remain engraved in memory, through a duo of eau de parfum, Petit Matin and Grand Soir. Petit Matin breathes a delicious freshness, that of a Paris haloed in gold, at the beginning of a radiant day. It's about the energizing freshness of an early morning. Orange blossom, litsea cubeba and lavandin essences dominate the top notes of this luminous eau de parfum. The powdery sweetness of the hawthorn accord insinuates itself into the heart note while the musk accord and AmbroxanTM sign the majesty of the base notes.

With Grand Soir, I imagined a sky tinged with a copper halo, the light radiating from the gold sculptures and domes, before the night falls. Irresistible, vibrant and captivating, Grand Soir is a sensual ambery woody eau de parfum. The first moments reveal the depth of the cistus labdanum accord, then the essence of lavandin and cinnamon leaves are revealed. The gentle warmth of benzoin joins them in the heart notes while the vanilla-amber accord dictates the base notes.



Kurkdjian shares, "Perfume reflects its time. Our taste in fragrances evolves the same way our taste in food, music or fashion does."

What is fragrances' next frontier, from your perspective?

FK: Technology is today the main driver of innovation in the industry, it will open a wide array of opportunities. Artificial intelligence is a big topic of conversation and will certainly change the ways we live and work. I don't believe however it will bring creativity to the market. By definition, it doesn't think outside the box the way the human mind does.

For someone who has never been to *World Perfumery Congress*, what would be your advice for how to prepare? What should they prioritize?

FK: I believe *WPC* is a platform to maximize your chance to meet people and connect with key players of the industry.

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Are You Registered for *The* Can't-Miss Event of 2024?

It's time to take your connections beyond LinkedIn with face-to-face meetings at *World Perfumery Congress* 2024.



It's time to cut loose on the dancefloor with your colleagues and friends at the WPC afterparty!

World Perfumery Congress (*WPC*) has arrived! Are you registered? Don't worry, there's still time. If you visit *www.worldperfumerycongress.com* you can lock in the best rates. You can also get a ticket at the door if you can pop over to Geneva, Switzerland, throughout the event scheduled for June 25-June 27.

WPC is the can't-miss event of 2024! Don't be stuck behind your WFH desk, in the lab, or at the office when you could be mingling with your colleagues from around the world at afterparties, meeting new connections on the expo hall floor, or even gaining invaluable insight from industry leaders on the conference stage. Not to mention experiencing the latest raw materials and fragrance technologies first-hand on the expo hall floor.

Insight

WPC is the global stage for fragrance creativity, ingredients, technology and business—providing the ideal forum for discussing the industry's latest issues and breakthroughs.

Photos by Peter Wynn Thompson

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Givaudan senior perfumer Rodrigo Flores-Roux took the stage at WPC 2022 in Miami alongside Stephen Nilsen.

While the fragrance industry is known for being a trendsetter and having its finger on the pulse of what's to come, we also appreciate the past. One of our conference sessions digs into the influence and evolution of vanillin.

Symrise VP senior perfumer, Alienor Massenet is set to share their close collaboration with R&D on inventing new ambers during "Perfumers and Research: 150 Years of Vanillin." This session also pays tribute to the 150th anniversary of vanillin and will share a retrospective of the iconic ingredient and how it became and continues to remain a staple in fragrance.

Alienor Massenet, Senior Perfumer

Chic and eccentric, Alienor Massenet grew up within a family anchored in tradition and respect for age-old rituals. She's proud of her legacy, but she's also a liberated and iconoclastic perfumer who has no trouble expressing her boundless creativity. Being a dyslexic and dreamy "girl from a good family", Alienor Massenet shaped her personality as experiences went by, from an English boarding school to the streets of New York. Her freedom is as sacred to her as her roots. Her personality is reflected in her perfumes, which embrace contrasts or even unexpected alliances. Resolutely independent, she likes to question her favorite ingredients, such as myrrh and labdanum. She however also values the opinion of her peers and likes to build lasting relationships with her collaborators – she has remained loyal to Memo since 2007. This benevolence is reflected in her commitments. Whenever her work schedule allows it, Alienor runs olfactory workshops for people who have suffered life incidents. At Symrise since 2016, and despite claiming to not have received chemistry training, this perfumer is mad about molecules and captives, while also being fascinated by new technologies.



Alienor Massenet, Senior Perfumer, Symrise

To view the entire lineup of conference sessions and speakers, visit *www.worldperfumerycongress.com*.

Prepare

After you register, book your stay—hotel information can be found by visiting *https://worldperfumerycongress.com/travel-info/*. Once that is settled, begin networking early by downloading the *WPC* Mobile App. Chat with exhibitors, speakers, and fellow attendees. Scout out the exhibitor hall floor plan, highlight conference sessions of interest and more!

- Apple App Store: *WPC* 2024
- Google Play Store: *World Perfumery Congress* 2024 - Apps on Google Play

By the way, your full conference registration includes admission to the Opening Cocktail Reception



WPC taps industry leaders to discuss pressing topics, like sustainability at the 2022 congress (pictured above).



See fragrance industry icons take the stage like SIPC president Calice Becker (WPC 2022).

(June 24), three days of conference sessions, expo hall access and admission to the *World Perfumery Congress* After Party (June 27). Be sure to check your email for a Know B4 You Go message detailing badge pickup, cocktail hours, expo hall layout, conference session schedules and more.

Next Steps

It's time to take your connections beyond LinkedIn with face-to-face meetings. Don't wait until the next *WPC* in 2026, book your ticket to Geneva today. See you there!

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WPC

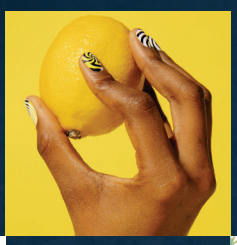
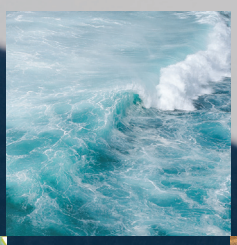
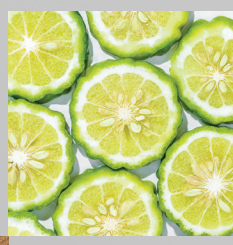
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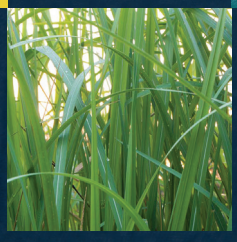
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June 25-27, 2024
Geneva, Switzerland

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HOSTED BY perfumer & flavorist

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What's On The Menu at *Flavorcon* 2024 in Atlantic City



We hope you're hungry! Here's what's on the menu at the two-day conference.

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Flavorcon (*www.flavorcon.com*) returns to Atlantic City for this year's installment, scheduled for October 8-9 at Harrah's Resort, and it will be more flavorful than ever. The upcoming two-day event is filled with conference sessions and an exhibition hall stacked with the latest ingredients, technology and taste solutions the flavor industry has to offer.

This year the conference sessions will host more panel discussions so attendees are able to hear from more industry experts on pressing topics in the flavor industry.

>>>Registration is NOW Open.<<<

Smell and Taste Dysfunctions

The president and executive director of the World Taste and Smell Association, Stephanie Feuer, will take the stage to discuss "Navigating the World of Smell and Taste Dysfunctions."

"Some of my favorite things now taste awful: chocolate, coffee, peanut butter, boiled eggs, anything grilled/toasted... strawberries and cherry tomatoes taste weird."

"I never thought toothpaste could taste rotten, but here we are."

These poignant statements reflect the experiences of some of the 27 million people still grappling with smell or taste loss after COVID-19. Even before the pandemic, 1 in 5 people 40+ in the U.S. reported some taste alteration. This enlightening session will delve into the terminology, meanings, and profound impacts of these all-too-common sensory challenges.



The president and executive director of the World Taste and Smell Association, Stephanie Feuer, will take the stage to discuss "Navigating the World of Smell and Taste Dysfunctions."

Attendees will hear a comprehensive overview of the most prevalent taste and smell dysfunctions and their myriad causes, from Alzheimer's to cancer treatments, genetics to zinc deficiency. This session will also look at research on what triggers these distortions. Powerful



We're going all in on this year's conference session lineup. Are you game?

Image by Rawpixel.com at Adobe Stock



Don't miss the "Navigating Regulations & Rising Prices in Citrus Oils" panel!

narratives and anecdotes will illuminate everyday struggles from navigating "safe foods" to developing innovative coping strategies.

Attendees will gain a nuanced understanding of the personal toll of these challenges, as well as their impact on industries including food and beverage, hospitality, consumer goods and healthcare. The speaker will also share how the flavor industry might overcome this hurdle and how to approach a remedy from "safe" food products.

On the Menu

Hungry for more? Here's what else is on the menu at the upcoming two-day conference:

- "Navigating Regulations & Rising Prices in Citrus Oils" panel
- "The Flavorist's Take on Artificial Intelligence" panel
- "Digging into Vanilla in Flavor Formulation" panel
- "Addressing Plant-based Alternative Demands"
- "Sweetening the Pot: Solutions for Sugar Reduction"
- "Fully Charged: The State of Caffeinated Energy Drinks" panel
- "Cleaning Up: What's Trending in Oral Care?" panel

Speaker bios and session information can be found at *www.flavorcon.com*. More sessions are set to be announced as we grow closer to *Flavorcon*'s return!

Expo Hall

At this year's event we've carved out time in the program for attendees to spend meaningful time on the floor to smell, taste and savor. Experiencing new ingredients will be echoed in the return of the live Organoleptic Materials Panel hosted on October 7, pre-*Flavorcon*. The interactive panel allows attendees to weigh in on possible formulations with the guidance of principal flavorist Cynthia "Cyndie" Lipka. Be sure to register ASAP as seating is limited. Lunch is included with registration. Interested in the opportunity to have your ingredient reviewed? Contact Paige Crist (pcrist@allured.com).

Network Poolside

An added bonus to the event being hosted at Harrah's Resort & Casino is that the Opening Reception Cocktail (October 8) will be hosted poolside.

Following the first day of conference sessions and expo hall exploration, chill out by the indoor pool with your flavor friends with drinks, heavy appetizers and music. Utilize this event to not only gain knowledge and networking opportunities, but to also unwind and celebrate the future of flavor.

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The Sensory Event for Flavor Leaders

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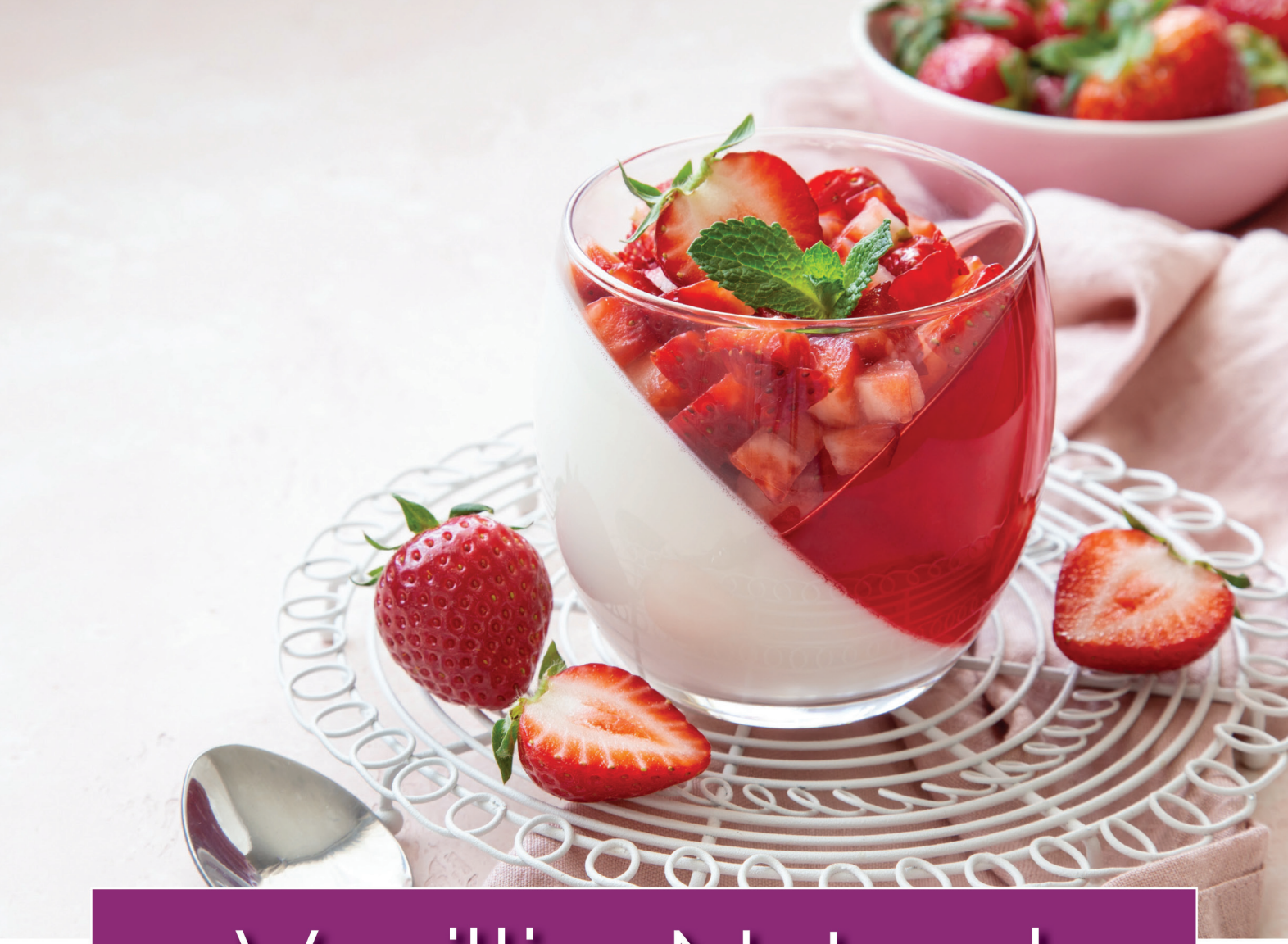
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- NATURAL LINALOOL
- NATURAL LINALYL ACETATE
- NATURAL L-LIMONENE
- NATURAL L-MENTHOL CRYSTALS
- NATURAL L-MENTHONE
- NATURAL L-MENTHYL ACETATE
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