August 2024
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8 Trends in Women's Fragrance Market According to A Perfumer

Stephen Manheimer's Lasting Impression on the F&F Industry

F&F's Finer Details

Inside of the EFEO tour of Callian and rose fields of Mas Ricardenque on page 22.

How Mouthfeel Can Make Mocktails More Like Cocktails

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Emma Yao Wei · Perfumer

Flavor data sheet

Perfumery data sheet



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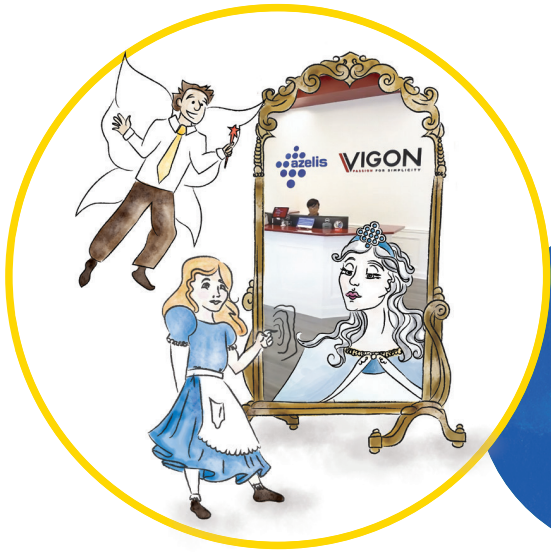
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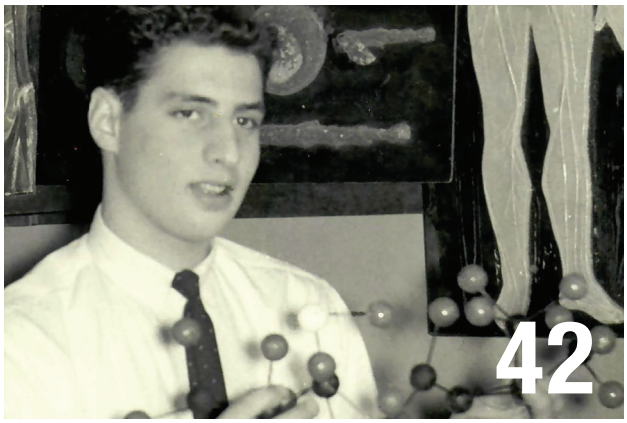
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Goodbye *World Perfumery Congress*, Hello *Flavorcon*!



The American Society of Perfumers president James Krivda welcoming World Perfumery Congress attendees to day one of conference sessions alongside conference director Jenna Troyli (L).

With tired eyes, I'm penning this Editor's Note on the backend of *World Perfumery Congress* (*WPC*) 2024. What an incredible experience to assemble the fragrance industry in Geneva, Switzerland! I spent a majority of the event introducing—and at times moderating—conference sessions covering the impact of regulatory updates, artificial intelligence, green chemistry and social media's impact on the perfumer's day-to-day. We hosted over 1,600 attendees at the Palexpo to discover the latest ingredients, technologies and services on the expo hall floor. After the conference sessions wrapped each day, I snuck upstairs for bubbles with new and familiar faces from around the globe.

The American Society of Perfumers (ASP) honored master perfumer John Pascale with the Lifetime Achievement Award. During his speech, he said, "Perfumers never die, they just evaporate." The lasting impression and legacy of the creators of this industry is inspiring, and I am so thankful to be part of it.

Thank you to all of the attendees, speakers and exhibitors who traveled near and far to celebrate *WPC* with the ASP and Allured Business Media! Thank you again to our sponsors who continue to support the education and growth of our industry. Currently, we are still searching for the location for *WPC* 2026, so stay tuned.

While I am so thrilled (and a little exhausted) to have shared a successful four days with the fragrance community, I cannot wait to reunite with flavor professionals in just two short months for *Flavorcon* 2024 in Atlantic City, New Jersey (more on **page 38**). Haven't registered? Not a problem! You can still take advantage of the best rates by visiting *www.flavorcon.com* and securing your seat at the table.

Our opening cocktail reception will be held poolside, but no need for swimwear, business cards will suffice. Don't forget — we will be hosting another live organoleptic panel tasting pre-Con on October 7. Registration includes lunch as well as two sessions led by John Wright, Cyndie Lipka and Michael Morrison. Prepare your palate!



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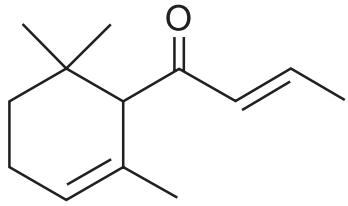


Phenylethyl Methyl Butyrate

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Phenylethyl methyl butyrate (FEMA# 3632, CAS# 24817-51-4), also known as rose butanoate, boasts a complex flavor profile that can be broken down in several key elements. This compound is known for its floral and fruity characte . The floral aspect leans toward rose with hints of green nuances The fruitiness evokes ripe pineapple, with subtle berry and peachy undertones. Its secondary notes, depending on concentration, might allow one to detect a touch of honey sweetness and a balsamic warmth. This versatility makes phenylethyl methyl butyrate a valuable tool for flavorists to enhance the natural flavors of pineappl peach, berries and even apples. It can also be used for adding a touch of rose and pineapple complexity to candies, elevating the flavor profile of pastries a cakes with fruit fillings or adding a unique floral and fruity dimension to non alcoholic drinks, like fruit juices and sodas. Avant Organics provides this material as EU Natural, Kosher, non-GMO and Halal. For your free sample please email info@avantorganics.com.



α Damascone

Hangzhou Grascent Co., Ltd

www.hangzhougrascent.com

α Damascone (FEMA# 4088(E)/3659, CAS# 24720-09-0(E)/43052-87-5) is diffusive fruity-floral with rose apple, blackcurrant and mint notes. Suggested applications include fine fragrance personal care, fabric care and home care.



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EU Natural δ Tetradecalactone Chiral

Xiamen Bestally Biotechnology Co.,Ltd

www.bestally.com.cn

EU Natural δ Tetradecalactone Chiral (FEMA# 3590, CAS# 2721-22-4) is widely used in butter, cream, milk and meat flavors Taste characteristics at 20 ppm: buttery, fatty, creamy, with sweet milky and dairy nuances.



Banana (213205012)

Prodalim

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An authentic banana natural flavor ingredient extracted directly from fruit processing streams. Can be used as a building block for FTNF or natural flavors or directly as a restoration aroma for juices You will find source for puree-like, sweet and ripe notes. Use it in your new creations.

Images courtesy of the manufacturers



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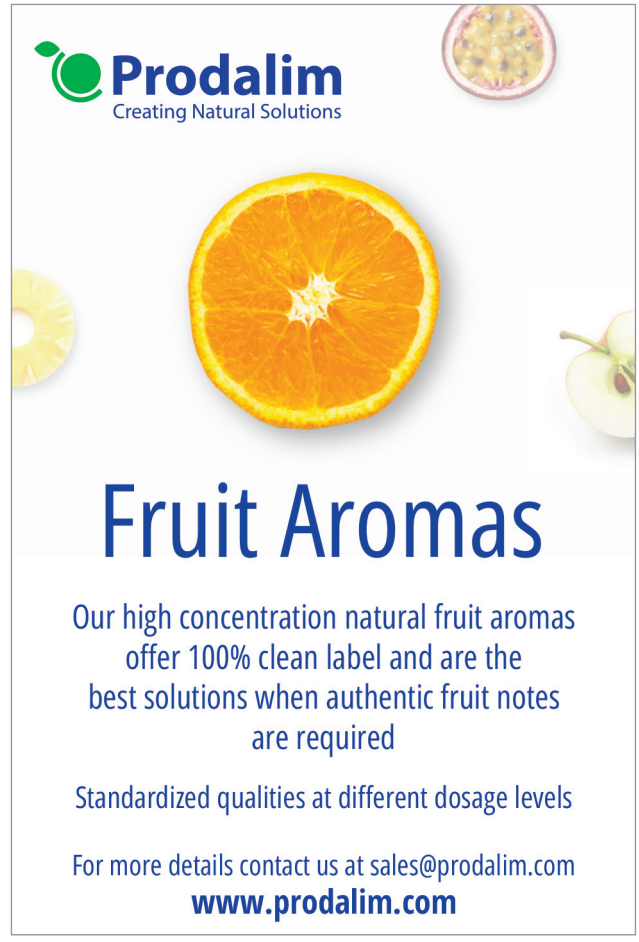


p-Cresol, Natural

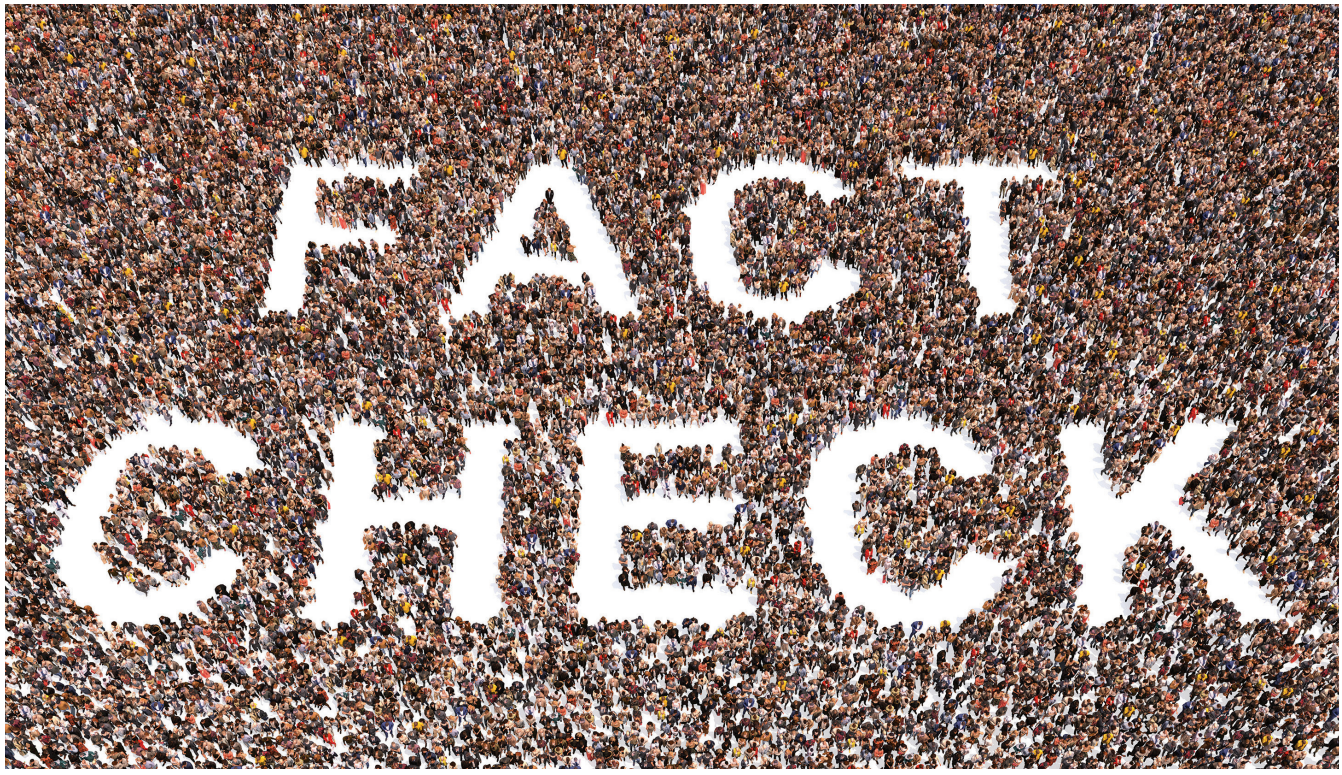
Natural Advantage

www.natadv.com

Natural Advantage introduces Natural p-Cresol (FEMA# 2337; CAS# 106-44-5). p-Cresol has a smoky, tarry, animal-like character. It is used in butter, cheese, milk, rum, smoke, vanilla, whiskey and floral flavors. p-Cresol is the most potent of the three isomers and is found in black currant, butter, coffee, cheese, roasted Filbert, tobacco, rum, whiskey and wine. It is soluble in alcohol, oil, PG and water. The use rate in consumer products is at 0.001 ppm-0.5 ppm p-Cresol, Natural is EU and US Natural, Kosher, Non-GMO, vegetarian.



The Perfumery Code of Ethics Organizes Fact-Checking System for Journalists



Volunteers or "pledgers" of The Perfumery Code of Ethics will answer queries on a "best-to-their-knowledge" basis.

Pledgers of the Perfumery Code of Ethics worldwide have opened their inboxes to provide a resource for writers, journalists and academics with what the organization refers to as "broader, less filtered information."

Journalists, academics and writers can send their questions or requests for interviews/fact-checking to info@perfumeryethics.org.

A release by the Perfumery Code of Ethics reads, "Access to ethical and reliable source of information in perfumery is extremely difficult to obtain. It is well-known that the fragrance industry is shrouded in secrecy. For instance due to the diktat that some perfume brands exercise on magazines and websites because of the significant amount of advertising spending that they provide to these media. Most staff and staff-perfumers working or creating for the largest brands are bound by non-disclosure agreements, or do not wish to be shunted from the next luxury projects.

Traditionally, retired perfumers do not convert into reliable sources of information either.

The academic or academic-like programs offered by a few organizations have not been vetted by Academia at the same level as a STEM program or art history programs at reputable universities.

Fact-checkers rarely know how to actually verify their sources in the perfumed microcosm. They often believe simple Google searches or plain declarations by the very persons who have vested interests in the story. When something as simple as a bergamot is for the most part wrongly pictured on search engines, access to more specific information remains very often unreliable or misleading."

How It Works

Once a journalist, writer and/or academic sends an inquiry, one of the pledgers will answer on a "best-to-their-knowledge" basis, or will dispatch the request to other pledgers with more insights on the subject matter. Requests may also be forwarded to other organizations such as the Osmotheque, or professional organizations such as Fragrance Creators and the International Fragrance Association depending on the query's content.

p&f+

Courtesy of The Perfumery Code of Ethics

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IFRA Publishes Policy Recommendations for 2024-2029 EU Legislative Term



The fragrance industry is calling for robust cooperation between EU policymakers and industry to enable the implementation of now-adopted Green Deal initiatives.

Courtesy of IFRA

The International Fragrance Association (IFRA) has published a series of policy recommendations in preparation for the 2024 European elections. IFRA has outlined five policy recommendations to help incoming EU policymakers shift toward a "more competitive, resilient European Union."

"The outgoing EU mandate established plans for climate transformation and a transition pathway for the chemical industry," said Aurelie Perrichet, regional director for Europe, IFRA. "The forthcoming term should prioritize the development of a European Industrial Deal that revitalizes competitiveness and reinforces industrial investment and innovation."

"This European Industrial Deal should complement the Green Deal, aiming for a sustainable, carbon-neutral future by leveraging Europe's leading scientific, socioeconomic, and cultural resources," added Perrichet.

In presenting these five S-H-I-F-T recommendations (www.shift2024.eu), the fragrance industry is calling for robust cooperation between EU policymakers and industry to enable the implementation of now-adopted Green Deal initiatives, to revitalize European competitiveness, and bolster the business case for industrial investment and innovation in Europe.

Summary of the IFRA Policy Recommendations

1. Stimulate Innovation; Preserve Our Heritage: Consider the interplay between innovation and cultural heritage when evaluating new and existing rules by making use of the policymaking tools available.

2. Harness Our Success: Leverage the fragrance industry's proven safety and sustainability initiatives and expertise in the policy design process.

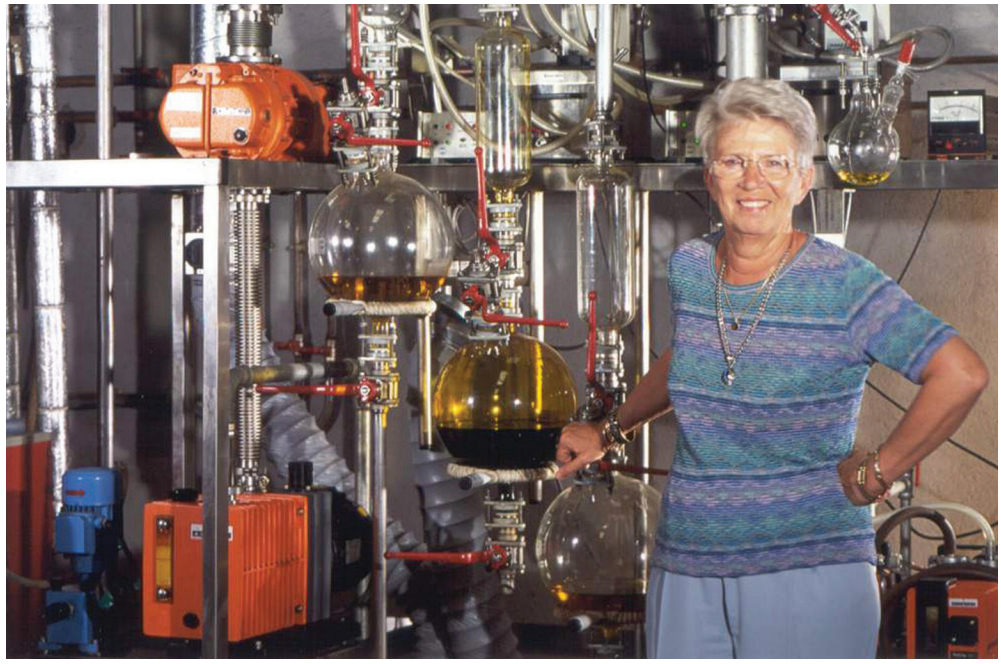
3. Involve the Value Chain: Embrace the industry's expertise as a valuable resource for meaningful legislation.

4. Follow the Science: Base decision-making on robust science and data, preserving an exposure-based risk assessment approach.

5. Tune to Compete: Design and refine legislation for both competitiveness and environmental goals.

"Preserving the distinctiveness of the fragrance industry is paramount for the sustainable growth of our sector, which in turn is vital for maintaining Europe's economic success story. These 'S-H-I-F-T' recommendations detail how a forward-looking strategy, with mutual engagement between policymakers and industries such as the fragrance sector, can ensure the success of the next EU mandate", concluded Perrichet.

IFF Celebrates 40 Years of LMR Naturals & Monique Remy's Legacy with Book Launch



"We have always stayed true to the values of sustainability, respect, and innovation, instilled by our founder, Monique Remy (pictured)" comments Bertrand de Préville, LMR's General manager.

IFF celebrated the 40th anniversary of LMR Naturals, and the legacy of its visionary founder, Monique Remy, at this year's SIMPPAR exhibition in Grasse. The was commemorated with the launch of an exclusive book, a retrospective of Remy's life and achievements, published by Nez Editions.

"The Art of Naturals, Monique Remy and 40 years of Natural Ingredients" is now available in French (in English by June 26), at *https://shop.bynez.com/categorie-produit/editions-nez/nezlmr-cahiers-des-naturels/*.

"For four decades, LMR has pioneered the creation of natural perfumery ingredients that harness the beauty and quality of nature," comments Bertrand de Préville, LMR's General manager. "We have always stayed true to the values of sustainability, respect, and innovation, instilled by our founder, Monique Remy. For instance, we secured the perfume industry's first-ever third-party certification of a natural supply chain in 2014 after launching the first collection of upcycled fragrance ingredients in 2013. Those were just two of many significant achievements. Today, as demand for natural ingredients spirals, LMR Naturals is well-positioned to serve a market driven by a consumer desire for quality, differentiation, and a commitment to sustainable choices."

As a part of the Scent business unit of IFF, LMR Naturals is designed to bring together the best of nature and cutting-edge technology to create a wide range of ingredients for the perfume, personal and home care markets.

"Even at a time that the industry was moving away from pure naturals, LMR advocated the power and beauty of nature," continues de Bertrand de Préville. "Building on Monique's determination, ambition, and expertise, IFF has created a unique business, which we are proud to showcase 'at home' in Grasse later this month. We're looking forward to engaging in more discussions with partners about the unique properties of our ingredients and the comprehensive support and creativity we can offer customers looking to develop their next innovations. Monique remains an inspiration to us all, and our carefully curated book, *L'Art du Naturel* is a demonstration of that. It showcases the work and the legacy of a fierce entrepreneur who was undoubtedly a visionary ahead of her time."

p&f+

Courtesy of IFF

Agrumaria Reggina Reveals First Sustainability Report



The report is said to mark a significant milestone in the company's ongoing journey toward sustainability.

Courtesy of Agrumaria Reggina

Agrumaria Reggina's has unveiled its first Sustainability Report titled "Heritage and Innovation. Enhancing our Impact."

The report (*agrumariareggina.it/ourimpact*) is said to mark a significant milestone in the company's ongoing journey toward sustainability, encapsulating a deep commitment to environmental and social responsibility at the core of its corporate vision and daily operations.

Agrumaria Reggina partnered with NATIVA, approaching to the Benefit model and the B Corp framework. This partnership is said to have enabled Agrumaria Reggina to measure itself against the global B Impact Assessment framework and develop a robust international sustainability strategy with NATIVA's support.

Key Insights from the Sustainability Report

The report details a comprehensive sustainability strategy and highlights the improvements Agrumaria Reggina aims to achieve:

- **Energy Efficiency and Renewable Energy Production:** Agrumaria Reggina has increased energy savings by more than 20% through conservation and energy efficiency measures. Furthermore, the company has initiated the production of renewable energy.

- **Waste Management:** The company has activated recovery and recycling programs for paper, plastic, glass, and metals, ensuring the responsible disposal of hazardous waste.

- **Collaborations** with partners such as NATIVA, WAMI, Policom, and ODDS have enabled the development of innovative and sustainable behaviors and products that respect the planet and enhance global well-being.

- **Ethical and Sustainable Agriculture:** 21% of Agrumaria Reggina's oranges come from GlobalG.A.P.-certified crops, guaranteeing ethical and sustainable agricultural practices.

"We are delighted to share this important milestone in our sustainability journey," said Felice Chirico, CEO and CCO at Agrumaria Reggina. "Our commitment to environmental and social responsibility is reflected in every aspect of our operations, and this report is a testament to our dedication to making a positive impact. We invite everyone to join us in this significant endeavor."

Gen Z Consumers Seek 'Flavor Exploration' in Beverage Alcohol Market



According to Circana, Gen Z consumers prefer sparkling wines and those with fruity or sweet notes.

Gen Z consumers aged 21-26 are driving innovation in the beverage alcohol market, according to Circana.

These consumers tend to prefer sparkling wines and those with fruity or sweet notes.

Gen Z is especially drawn toward ready-to-drink (RTD) cocktails and hard seltzers, a category that has more than tripled since 2018, reaching $10.3 billion in sales in 2023.

According to Circana, variety packs stand out as the top-selling RTD format, outselling single-flavor packs.

Stability in the beverage alcohol market offers beverage marketers an opportunity to emphasize value, enhance in-store experiences and increase engagement through store apps and social media channels.

NielsenIQ reports that Gen Z say that social channels aren't a huge influence on what alcohol they buy, but where they buy it.

Perfumer and Flavorist+ reached out to Scott Scanlon, EVP of alcoholic beverages for Circana to dig deeper into this consumer trend.

What sort of innovation in the beverage alcohol market is Gen Z looking for?

[SS]: We see some variation by subcategory in the BevAlc space, but the consistent desire is for flavor exploration. Gen Z is keen on flavors, Mexican-inspired, non-alc crossovers and hard teas in beer innovation. Premixed cocktails, seltzers and flavored extensions dominate new item preferences for spirits, while sweet/fruit flavors are preferred within wine innovation.

What is driving the shift from value to premium options in both the beer and wine categories?

[SS]:: Value to premium trend remains in BevAl, specifically within beer and wine, but his trend accelerated with COVID as consumers realized they could drink "better" or higher quality alcohol for at-home consumption. Also, despite macro-economic concerns, largely in 2023, jobs remain healthy thus consumers treat themselves with "mini-vacations."

Courtesy of Circana

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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)

PROFILES:
MELISSA CONKLIN

Conklin shares industry journey, current exciting flavor trends and advice for flavor chemists.

Melissa Conklin, Flavor Chemist



Name: Melissa Conklin

Title: Flavor Chemist

Company: Tasteworks Flavors

What led you to the flavor industry?

Melissa Conklin [MC]: I have always loved science and art and was familiar with the industry since my father works in it. However, my original plan was to work in pharmaceuticals since I enjoy medicine and biochemistry. A few things proceeded to change this plan- While in college, I fell in love with color and the properties of light, and I was inspired by how nature uses color to convey emotion, tell stories, and signal change. This began my love for storytelling. Then during my master's degree, I took business and sensory science courses and was inspired by the link between marketing and emotion and the role our senses play in decision making. Third, as I started traveling and eating cuisines from different regions of the world, I saw how food connects communities and people to their ancestors and culture. It was also exciting to smell and taste the spices and flavors which allowed me to connect with the regions. These three events encouraged me to become a flavorist, because flavor creation is storytelling and flavor stories connect with people's childhoods, cultures and emotions.

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

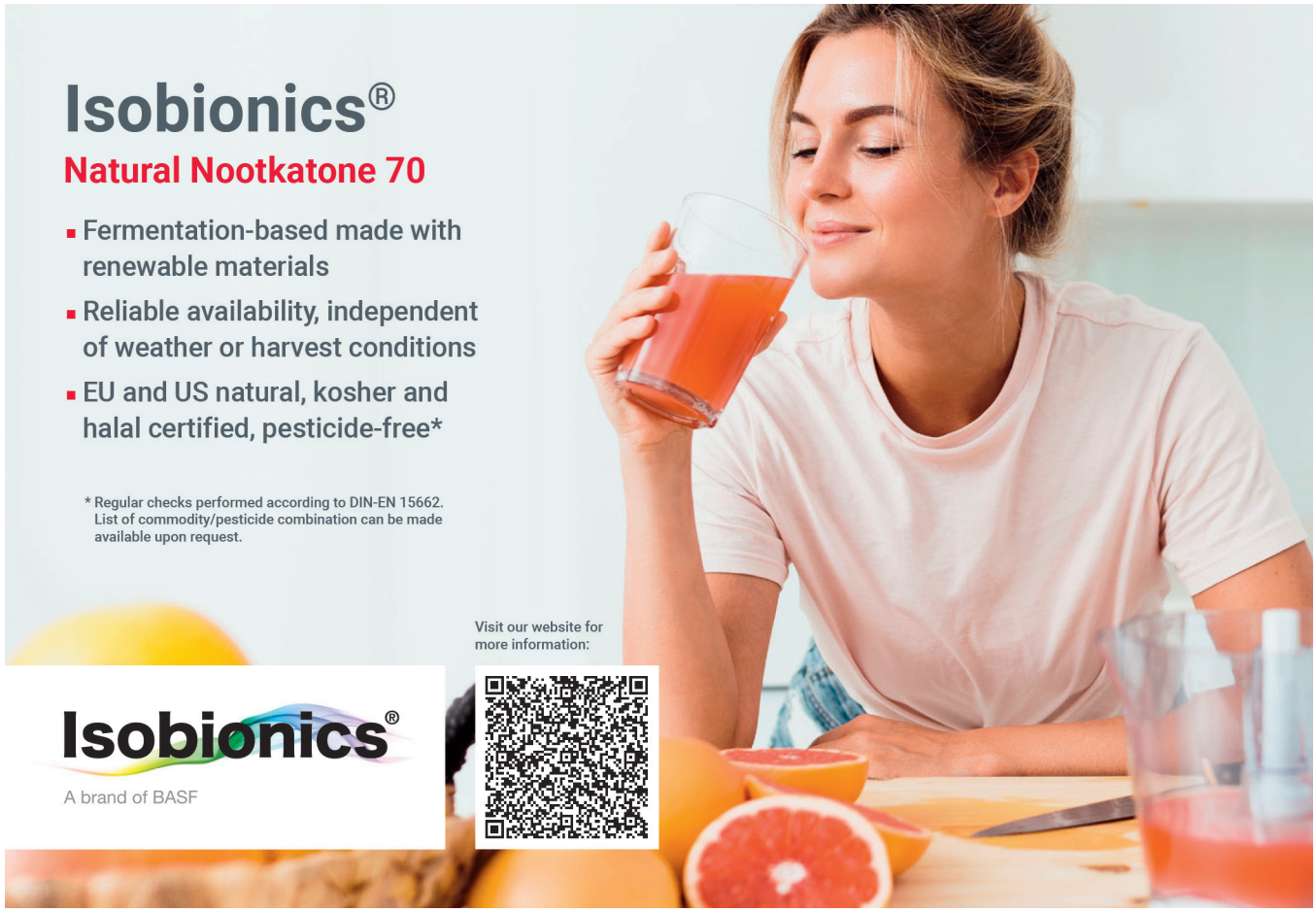
MC: I primarily work in sweet flavor creation. When I first started, I mainly worked on beverages, but the applications have become much more varied over time. Two of the more exciting applications have been flavoring personal care products and combining sweet and savory flavors in the snacks industry. My master's degree had a focus in personal care science, which opened the door for understanding how to formulate bases and flavor personal care products. I also have savory flavor training, which has provided the opportunity to combine sweet and savory to create interesting flavors for snacks and condiments.

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

MC: Two of the exciting trends in the food and beverage space are nostalgic flavors and products focusing on women's health. Because of the interplay between scent/flavor and memory, the flavor creation process for nostalgic flavors is also accompanied by countless childhood memories. It is fun developing a flavor while also being transported back to the soccer field. Also, as there is a push for more personalized nutrition, it is great to see companies popping up which focus more on women's health. I love having the opportunity to work with companies with overlapping passions as my own, and to watch them pave the way for healthy living for

Courtesy of the author

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all. Some of my personal favorite flavors include mint, ginger, and botanicals, which are commonly found in these products too.

I also love the maximalism trend growing in fashion and interior design. It is exciting to translate trends from other areas into the flavor creation process. The idea for the juxtapositions of colors, patterns, and textures can be brought into the development process to create bold and new flavor combinations. It is also fun to imagine what flavored drink a cheetah in big sunglasses on a hot pink velour couch would drink.

Advice for people coming into the flavor field.

MC: The perfume/flavor field is inspiring to me, because it is a beautiful blend of science and art with a big focus on storytelling. It is great to familiarize yourself with different cuisines, scents, and colors from around the world, as well as the history of the different regions. I also find learning about marketing and sensory science to be helpful so you can better translate the flavor and fragrance creation process to your customers. And, to build confidence in yourself since flavor preference and liking is so individualized. Have courage to speak your opinion even if it goes against everyone else in the room. Just like art, flavors and fragrances tie in emotion and everyone's stories are different.

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

MC: Over the past two years, I have noticed a big uptick in the amount of powder flavor requests, coinciding with increased popularity in trends like "#drinktok", powdered supplements and fancy beverages. It has been important as a flavor chemist to understand how social media and travel bloggers influence trends, and how people are creatively blending flavors from different cultures and travels. Also, content creators engage audiences through visuals, stories, sounds, etc. I have found inspiration from these creators to help develop more engaging flavor demos. Instead of just developing a delicious flavor, I have been working on innovative ways to bring in more of the senses to create a more immersive experience.



Three hundred ppm of pentane-2,3-dione adds depth and interesting complexity to licorice flavors.



BY JOHN WRIGHT
johnwrightflavorist@gmail.com

FLAVOR BITES:
Pentane-2,3-dione in Savory, Brown, Dairy, Fruit & Other Flavors

This characteristic can be advantageous in savory and brown flavors, see for yourself.

Diacetyl was always the obvious traditional choice amongst buttery notes and the need to replace it posed a dilemma. The most obvious option was acetoin, especially in the important dairy category. In some respects, acetoin was actually more authentic than diacetyl in some dairy flavors. Pentane-2,3-dione (FEMA#: 2841, CAS#: 600-14-6) was a distant second choice for dairy flavors.

Outside the dairy category things were not so clear cut. All three chemicals are clearly dominated by strong buttery notes, but pentane-2,3-dione is distinctly deeper, with a more substantive profile. This characteristic can be advantageous in savory and brown flavors.

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.

Image by dorotaam at Adobe Stock

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Savory Flavors

Asparagus: Asparagus flavors are dominated by very volatile ingredients and pentane-2,3-dione adds depth at around 200 ppm.

Bacon: As with most savory flavors, buttery notes only play a secondary role. Five hundred ppm adds complexity and realism to bacon flavors.

Beef, Roast: One hundred ppm of this ingredient modifies the fatty note in a very attractive direction.

Chicken: The ideal level of addition of pentane-2,3-dione in chicken flavors is in the region of 100 ppm, working equally well in fried and cooked categories.

Garlic, Fried: Pentane-2,3-dione, used at around 200 ppm, adds a pleasant buttery note to fried garlic flavors.

Mushroom: Pentane-2,3-dione helps to deepen all mushroom flavors, and it is most effective in cooked and dried mushroom profiles. Five hundred ppm is a good starting point.

Onion, Fried: This ingredient contributes to the impression that the onions have been cooked in butter. Levels range from 100-200 ppm.

Pork: The ideal level of use for this raw material in pork flavors is a little lower than in bacon flavors, nearer 200 ppm. Similar, or lower, levels work well in ham flavors.

Potato: Two hundred ppm of pentane-2,3-dione add depth and complexity to all onion flavors, working equally well in boiled or fried styles.



Truffle flavors are very simplistic. Pentane-2,3-dione at 100 ppm, adds welcome complexity.

Seafood: Seafood flavors, in general, find the addition of around one hundred ppm of pentane-2,3-dione to be beneficial. It works well in white fish, seafood and oily fish flavors.

Soy Sauce: The effect of pentane-2,3-dione in soy sauce flavors is subtle, but as little as ten ppm adds complexity.

Tomato: Pentane-2,3-dione is particularly useful in sun dried tomato flavors, adding softness and depth.

Truffle: Truffle flavors are all too often very simplistic. This ingredient, at 100 ppm, adds welcome complexity.

Venison and Lamb: Pentane-2,3-dione adds an attractive, rounding, character to lamb and venison flavors. One hundred ppm is a good use level.

JOHN WRIGHT'S FLAVOR CREATION,
Third Edition is now available!

Order the Third Edition now through Blurb
visit www.johnrwright.com for details

This must-have guide covers everything from flavor creation techniques and raw materials to end products and sensory science. Get your copy today!

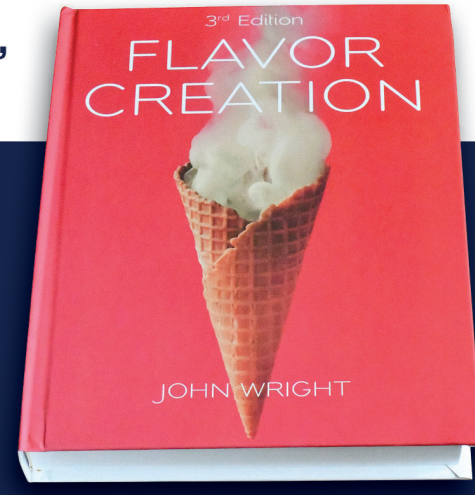


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Brown Flavors

Butterscotch and Caramel: This raw material is very important in these categories of flavors and serves as a very practical alternative to diacetyl. Two thousand ppm is a reasonable starting level of addition.

Cocoa and Chocolate: Pentane-2,3-dione only makes a modest contribution to cocoa flavors, at levels in the region of 10 ppm. Chocolate flavors are a very different story and levels can range up to 200 ppm.

Coffee: The same 2,000 ppm of pentane-2,3-dione is also effective in coffee flavors, irrespective of the level of roast.

Licorice: Three hundred ppm of this ingredient adds depth and interesting complexity to licorice flavors.

Malt: Pentane-2,3-dione softens the harsh character of iso-valeraldehyde in malt flavors. Forty ppm is a good level of addition.

Maple Syrup: This ingredient subtly offsets the dominant maple lactone and sotolone notes nicely and adds complexity. One hundred ppm works well.

Sugar: Pentane-2,3-dione enhances all types of brown sugar flavors, but the ideal level varies. At the low end, raw brown sugar flavors are well served by as little as 50 ppm. At the high end, burnt sugar flavors need 400 ppm or more.

Dairy Flavors

Butter, Fresh: From the opening remarks it seems clear that I am not going to offer pentane-2,3-dione as the key buttery ingredient in fresh butter flavors. It should only be a secondary addition after acetoin, adding depth at levels in the region of 400 ppm.

Fruit Flavors

Apricot and Peach: Pentane-2,3-dione makes a great alternative to diacetyl in fruit flavors because of its deeper profile and modest fruity aspect. Fifty ppm is useful in both apricot and peach flavors.

Blackberry: Higher levels, nearer 200 ppm work well in blackberry flavors, adding considerable realism.

Fig: Fig flavors are not a major category, but they pose interesting challenges, balancing the fruit and the dried notes. Pentane-2,3-dione helps to bridge this divide at around 300 ppm.

Raspberry: Raspberry flavors are given depth and authenticity by the addition of pentane-2,3-dione. Levels vary, but 200 ppm is typical.

Strawberry: Different levels of pentane-2,3-dione apply to different strawberry flavors. One hundred ppm is great in fresh strawberry flavors, but much higher levels can work well in cooked profile flavors.



Fifty ppm is a good starting point for peanut flavors.

Other Flavors

Coconut: Pentane-2,3-dione enhances attractive, creamy notes in all styles of coconut flavors. It is most useful in fresh coconut and coconut water flavors. Fifty ppm is a good starting point.

Corn: Corn flavors do not have a buttery note as their main driver, but it is still important. Levels vary, with 100 ppm working well in sweet corn flavors and 300 ppm being a better bet in toasted corn flavors.

Dough: Dough flavors are a relatively recent category. They lend themselves ideally to pentane-2,3-dione. Levels start at 3,000 ppm, but the sky's the limit.

Hazelnut: Pentane-2,3-dione is useful in all nut flavors, but comes into its own in hazelnut flavors. Eight hundred ppm is a good starting point.

Pandan: Pandan flavors are popular in Asia, with good reason. Pentane-2,3-dione only plays an ancillary role, but it darkens the profile at around 10 ppm.

Peanut: Peanut flavors are not quite as ideally adjusted to pentane-2,3-dione, as hazelnut flavors, but it still works well. Fifty ppm is a good starting point.

Popcorn: Pentane-2,3-dione is a great foundation stone for popcorn flavors. Two thousand ppm works well.

Tequila: Tequila flavors, like most spirit flavors, need an extra degree of complexity. This ingredient adds significant interest at levels of addition around 100 ppm. p&f+

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Warm your Spirits



2-Methoxy-4-vinylphenol [Vinylguaiacol], Natural

FEMA 2675 *(dilutions available)*

Sweet, spicy, clove-like

Bread Crust Note, Natural

(US Natural)

Bread Crust, Toasted Note

Alcohol Warming 7 (Non-Alcoholic), Natural

(US Natural)

Makes 10 proof alcohol taste like 20 proof

Gives the mouth warming & mouth presence of higher proof beverages

Alcohol Warming 4, Natural

(US Natural)

Makes 10 proof alcohol taste like 20 proof

Gives the mouth warming & mouth presence of higher proof beverages

Cinnamic Acid, Natural

FEMA 2288

Sweet

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Inside of the EFEO Tour of Callian & Rose Fields of Mas Ricardenque

See footage of a quaint village tour and a breathtaking rose field during *P&F+* travels in southern France.

■ BY JENNA TROYLI, Managing Editor, *Perfumer & Flavorist+*.



Images courtesy of Jenna Troyli

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Following the European Federation of Essential Oils (EFEO) 2024 Annual Meeting in Grasse, France, board member Laure Moutet Manheimer led attendees to a bus to travel to her home village of Callian for a guided tour as well as a visit to the rose fields of Mas Ricardenque which is located at the foot of the town.

The visit began with an exploration of the streets of Callian under the direction of Nelly Maillard-Guillon, former curator of the Musee Leger (footage below). Picturesque moments were abundant as we weaved up and down cobbled streets.

Maillard-Guillon then led attendees back onto the bus for the short ride to the plantation of Mas Ricardenque, whose history is said to date back to Napoleon, run by the Guignon family. The tour group was welcomed by Pascal Guignon, his wife Corrine, and their daughter Lauriane (a trained perfumer). Before the crowd was dispersed into the rose field, the mayor of Callian, François Cavallier, emphasized that the production of roses in Callian is not only intended for a beautiful aesthetic but is inherent to the balance of the region's economy and the preservation of green spaces.



The Mayor of Callian alongside EFEO board member and tour guide Laure Moutet.

> In the late 1800s, Callian became one of the flower production centers for Grasse, cultivating rose, jasmin, and tuberose as well as also mint and violet leaves.

The group was then led by Pascal and Lauriane into the fields for a tour, followed by a tasting of the local produce, rosé from the estate, cheese and charcuterie from local farms.

Be sure to follow *Perfumer & Flavorist+* on LinkedIn and Instagram (@perfumer_flavorist) to see photos and videos from our travels! Thank you again to the wonderful team behind the EFEO and Laure Moutet Manheimer for her thoughtful tour. p&f+

Click above to watch this exclusive video on Instagram.

HOW MOUTHFEEL CAN MAKE MOCKTAILS MORE LIKE COCKTAILS

Preparing the perfect alcohol alternative is a bit of an unresolved challenge in the beverage industry...until now.

BY ELIZABETH KREGER, PH.D., Innovation & Analytical manager, Research & Development and DARREL TERRY, master flavorist at Sensient Flavors & Extracts



Elizabeth Kreger, Ph.D.



Darrel Terry

To drink, or not to drink: That is the question posed by a growing number of sober-curious consumers. Interestingly, the answer is trending toward "both." Total abstinence is less of a goal, and moderation is taking center stage[a], according to an analysis by Mintel.

This mindful drinking movement is a category with long-term product potential. The trend reaches across generations, with 36% of Millennials, 35% of Gen Z and even 16% of Gen X and older drinkers buying nonalcoholic beer[b], wine or spirits to replace alcohol.

So, when it comes to creating a low- or no-alcohol beverage that appeals to consumers, the flavor industry need to examine both why people drink alcohol and why they may choose not to imbibe. As part of the development process, it is important to recognize that alcohol is more than just a beverage; it is an experience that brings social interaction and often accentuates a mood, such as celebration, relaxation or adventure.

Consumers choosing a low- or no-alcohol beverage have made it clear that they still want the experience associated with drinking. Therefore, alcohol alternatives need to capture the spirit of why people drink to begin with—incorporating all aspects that replicate the sensory experiences of a traditional cocktail.

To mimic these traditional cocktails, the flavor industry needs to develop more complete solutions that not only include flavor but also mouthfeel enhancers to take alcohol alternatives to the next level of complexity, creating the kind of social experience consumers crave from their adult beverage or mocktail.

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[a] *https://store.mintel.com/report/us-alcohol-alternatives-market-report*

[b] *https://www.mintel.com/insights/food-and-drink/gen-z-sober-curious-generation/*

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According to Mintel, 36% of Millennials, 35% of Gen Z and even 16% of Gen X and older drinkers buying nonalcoholic beer, wine or spirits to replace alcohol.

Image by Dee at Adobe Stock

More Complicated Than It Seems

Preparing the perfect alcohol alternative is a bit of an unresolved challenge in the beverage industry, in part because the alcoholic beverage market is shifting to more complex flavor options to satisfy consumers. Simply put, expectations have flipped 180 degrees over the last decade or so.

Conversations about nonalcoholic beverages 10 years ago focused on creating a nonalcoholic drink that did not resemble its alcohol version with requests for flavor technologies that masked the alcohol. Today, consumer expectations are driven by a desire to enjoy a beverage with similar flavor complexity that delivers a similar sensory and emotional experience while fulfilling their health goals, budgets and social philosophies.

This shift in consumer expectations creates new challenges—and new opportunities. From a scientific standpoint, alcohol alternative beverage developers face three main challenges in a sea of secondary considerations:

1. Flavor and aroma
2. Other sensory aspects, such as mouthfeel and color
3. Emotional effect



In order to characterize flavors of common liquors, a master flavorist must create foundational flavors of typical liquors, such as whiskey, in an effort to replicate those nuanced flavor profiles as closely as possible.

One of the most difficult things to create in "mocktails with the feel of a cocktail" is the characterizing flavors of common liquors. For example, some types of liquor are highly regulated regarding the process and materials that qualify them to be labeled in a certain way, including the kind of barrel it is aged in and what ingredients are in the grain bill. Authentic bourbons, for instance, have intensely complex and nuanced flavor profiles. This first step often requires the expertise of a master flavorist to create foundational flavors of typical liquors, such as, tequila, gin, white rum, whiskey and other alcoholic beverage types in an effort to replicate those nuanced flavor profiles as closely as possible.

The next big challenge after creating a characterizing liquor flavor is developing the sensory aspects of popular cocktails, especially mouthfeel. When trying to mimic the presence of ethanol, for example, there is a mouthfeel that includes burn, body and weight. There might be a "lift" from high volatiles created through fermentation. There are also nonvolatile components to build flavor characteristics such as astringency that are a result of barrel aging.

The final major technical challenge comes from attempting to fulfill consumer expectations for satisfying the emotional experience created by drinking alcohol. To help determine product goals, we ask developers what type of experience the drinker is trying to mimic:

- Do you want to relax at the end of the day, like the experience of a glass of wine?
- Are you trying to get energized and pumped up before going out with friends or attending a high-energy event, like a concert?
- Do you want the special feel of a celebration?

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- Do you want to recreate a travel experience or simply feel socially connected?

In addition to these main concerns, there are always supporting considerations that can affect the formulation, such as health and wellness trends toward lower sugar levels while still creating a pleasant taste profile and maintaining the mouthfeel that comes from full sugar.

Such complex challenges call for an elegant portfolio of solutions that incorporate all aspects of a fulfilling beverage experience.

Mastering Mouthfeel for Mocktails

After creating a gold standard set of flavors comparable to the taste profiles of common liquors, like rum, gin, whiskey, tequila and bitters, it can be helpful to combine consumer data with chemical analysis and a literature search on key compounds essential to each type of liquor. At that stage, a master flavorist works to develop each alcohol flavor from scratch. It can be a painstaking process.

Furthermore, some liquors have specific mouthfeel components that contribute to taste — like bourbon — that ultimately define the entire flavor.

With mouthfeel, there are several components to consider, including:

- A sweet or syrupy feel like those you might find in classic favorites such as margaritas, mojitos or daiquiris is often referred to as a tactile sensation.
- Ethanol burn is a mouthfeel perception that gets mediated through a person's pain receptors—much the same as spiciness is a component of pain. However, the pain sensations from chili peppers and ethanol vary in time and intensity. We can measure time intensity and graph it out. Ethanol has a different curve than capsaicin. Each graph would look unique—almost like a fingerprint. So, we work to create a mouthfeel that follows a similar curve to the type of burn we are trying to imitate. For example, we observe when the burn intensity occurs, where the drinker feels the burn in their mouth and how much burn takes place. Even the pleasant warming sensation in the throat expands the overall experience.





Foam heading agents and cloud emulsion technology can help recreate the foaminess of a craft beer or the authentic cloudy appearance of some cocktails and beer.

- Astringency is another mouthfeel attribute that requires effort to imitate the drying or puckering sensation. Wine is a good example, as well as any aged spirit.
- Foam heading agents and cloud emulsion technology can help recreate the foaminess of a craft beer or the authentic cloudy appearance of some cocktails and beer.
- Other sensory experiences come from expectations associated with certain ingredients. For example, some flavors are associated with a cooling sensation.

A flavor expert with experience in low- or no-alcohol beverages can collaborate with developers to assess end goals, determine the overall experience the beverage should represent, and provide solutions for the wide variety of challenges that come with creating an alcohol alternative.

Everything in Moderation

This is an exciting time to be in discovery for a growing category. Alcohol alternatives is an innovative space with vast potential. In fact, 41% of Americans are trying to drink less alcohol in 2024.

The low- and no-alcohol market is beginning to move away from the concept of complete abstinence and trend toward more mindful drinking, where sober-curious consumers can explore options for alcohol alternatives that fit the immediate situation.

Experts in flavors, extracts, mouthfeel enhancers and experiential product development can guide beverage makers through the complex process of creating a flavor sensation in the mocktail market. Look for a flavor partner with a plethora of technical expertise, including in-house labs, research scientists and application scientists who all hold a particular interest or area of expertise. The key will be to embrace a flexible mindset where consumers make booze-free beverages part of the mix of options as they experience a variety of occasions and lifestyle needs.

In the end, consumers want a beverage experience, regardless of alcohol content. Flavors and extracts paired with a mouthfeel technology can be a game changer for achieving product goals.

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8 TRENDS IN WOMEN'S FRAGRANCE MARKET ACCORDING TO A PERFUMER

Perfumer & Flavorist+ reached out to Clement Gavarry about his most recent fragrance creation Wonderbloom and recent trends in the women's fragrance sector.



Wonderbloom, inspired by a modern interpretation of an enchanted garden, is a blend of blooming florals and refreshing fruits with a splash of creamy almond milk for the girls who vibrate with energy and know exactly what they want.

Images courtesy of dsm-firmenich

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dsm-firmenich perfumer Clement Gavarry recently worked with lifestyle brand, Vince Camuto, to develop its newest women's fragrance Wonderbloom.

Wonderbloom, inspired by a modern interpretation of an enchanted garden, is a blend of blooming florals and refreshing fruits with a splash of creamy almond milk for the girls who vibrate with energy and know exactly what they want.

Topped with a dramatic, oversized flower cap symbolizing living large, Wonderbloom's whimsical glass bottle is finished with an elegant light blush hue emerging from the base.

Perfumer & Flavorist+ reached out to Clement Gavarry about Wonderbloom and recent trends in the women's fragrance sector.

1. Can you share the inspiration behind Wonderbloom? Any details from the formulation process you can share?

Clement Gavarry [CG]: When creating Wonderbloom I was inspired by what a modern bouquet means to me; opulent, grand and universal. I wanted to capture the ultimate portrayal and celebration of new feminine beauty that is for all.

During the formulation, we focused on creating a fresher expression of floral through the use of clean white floralcy notes, neutral florals that are heady but modernized and sweet edible elements of fruits and praline for a youthful comfort and lastingness. I also used fresh floral expressions with green nuances, to add the modernity of mouthwatering fruits and sparkling teas. Airy vanilla and sheer woods compliment with elements of comfort and sweetness.

2. How does this fragrance differ from other fragrances you have created?

CG: Usually, I don't create fragrances using green notes as the central point of the fragrance, but more so as accents. In this scent, however, these notes are center stage. I used some of our dsm-firmenich proprietary captive notes to give that Wonderbloom effect, and pop of natural, fresh florals that the brand was looking to achieve.

3. What are the current trends that you are witnessing in the women's fragrance market?

CG: dsm-firmenich conducts research to find olfactive trends that we see trending. That said, with that below are what I feel will be scents we will see in the remainder of 2024 and beyond.



dsm-firmenich perfumer Clement Gavarry

- **Feel Good Scents:** (These are scents that do what they say [and] make you feel good both by wearing them and by knowing what you're wearing.) Consumers want to feel good and want their scents to do that for them. These scents are all about feeling confident in your own skin and comfortable, almost like a sense of safety like wearing your most comfortable sweater. They evoke positive emotions and change your mood to feel more joyful and happy.

Click above to listen to this exclusive podcast.

- **Scents that Delight:** (And that allow you to escape.) Post-COVID consumers want to indulge in things that are pleasurable and enjoyable and it is where we see a rise in vanilla notes, boozy notes, and gourmand notes that add a sense of addiction to your fragrance.
- **Big Woods:** Woody fragrances provide a grounding and sophisticated option for spring. These scents feature notes of various woods such as cedar, sandalwood, vetiver, or patchouli and we will see interesting pairings of something unique and new with something familiar. These types of scents also push the idea of fragrance genders or lack thereof, making them 'genderful.'
- **Citrus Notes:** Citrus scents are always popular for spring, they bring a refreshing and uplifting feel. These fragrances often contain notes of lemon, lime, orange, grapefruit, or bergamot. Citrus used as a feature, not just an enhancer of freshness in scents.
- **Watery Notes:** Aquatic fragrances evoke a sense of freshness and cleanliness and they offer a feeling of everlasting freshness that lingers all the way to the dry down, making them ideal for warm weather and casual wear.
- **Green Notes:** Green notes capture the essence of nature, something we can all look forward to in the spring. These scents can be crisp, but also earthy and more textural. Patchouli and vetiver can be green for example but with more texture. Fruits and herbal notes can also be used to evoke naturality.
- **Silent Florals**: These are florals that have a scent in nature and in their natural element, but we are not able to extract it. Muget, gardenia, wisteria, lilac, daffodil and hyacinth are examples of these types of flowers, fleurs muette as we call them in French, flowers that don't deliver their scent. So that said, in order to use the note in fragrances, it must be chemically created. Many fragrances contain these silent florals and I expect we will continue to see them.
- **Elevated Fruits**: We will continue to see the use of colorful fruits and sweeter notes in fragrances, but being used in elevated and elegant combinations that will take them to a different level and provide an addictive feature.

Fragrance Notes:

- **Top:** Pear leaves, almond milk, fresh rhubarb
- **Middle:** Glazed figs, brushed sage, white freesia
- **Dry:** Sandalwood Australia, praline, cistus labdanum

4. From your perspective, what is the most challenging aspect of creating a fragrance?

CG: It is always an exciting challenge to try and capture the vision the brand has for what their fragrance. It is a balance of finding the right combinations that tell the story they want to evoke while staying true to their brand DNA.



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Scan me!

FlavourTalk 2024 Conference

Shines Light on AI, Biotechnology & Precision Breeding

This year's conference was focused on "The Future for Flavours," take a look inside of the two-day event hosted in London.



The 2024 event was organized by Flavour Horizons Ltd. in association with the British Society of Flavourists, hosting 300 attendees.

Photos by Jane Evison

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Time to travel a bit back in time to recap The FlavourTalk 2024 Conference, which took place earlier this year on March 19, 2024, followed by the FlavourTalk Raw Materials Exhibition on March 20, 2024, in London. The 2024 event was organized by Flavour Horizons Ltd. in association with the British Society of Flavourists, hosting 300 attendees.

Perfumer & Flavorist+'s UK correspondent Jane Evison attended the event and snapped some shots of speakers, attendees and exhibitors throughout the two days of flavor-focused fun.



L to R: Jane Evison popped to the Fun Fair formulations from the creative minds at Robertet introduced by Gaëlle Joyaux (Natural Raw Materials Sales manager), Julie Chaix (Area Sales manager) and Celine Louis Ughetto (head of Product Management).

Speakers and Panelists

This year's conference was focused on "The Future for Flavours," investing in sessions covering the impact of artificial intelligence (AI) will have on the development, supply and application of flavoring substances and extracts, biomanufacturing methods for natural flavoring compounds, market trends and emerging regulatory concerns.

Keeping things interesting, Trevor Groome, Digital Innovation Platform lead, IFF, used an artificially generated voice to introduce the morning session on AI and flavor. Professor Jeremy G. Frey (University of Southampton, UK) asked if AI will win the next Chemistry Nobel prize. While ChatGPT thinks it is difficult to predict such a thing happening, it is evident that more data is being created than ever before.

"We can't make everything, we need to be more insightful, creative, efficient and environmentally conscious and we need good predictive models," said the professor.

The panel discussion consisting of Joel Mainland, Ph.D. (Monell Chemical Senses Center and adjunct professor), Frey, Luke Bell, Ph.D. (lecturer in Temperate Horticulture, University of Reading, UK), Groome, Jane Parker (professor), Jamie Rice (director at FoodTrending, UK), unanimously concluded that AI would not replace the flavorist but it could be a great help to them.



FlavourTalk Raw Materials Exhibition

The FlavourTalk Raw Materials Exhibition had just over 30 exhibitors, allowing attendees to sample and evaluate a wide range of raw materials. Some highlights for Evison included Robertet's Fun Fair, utilizing a selection of the company's materials into fair-themed formulations like gourmet ice creams, coffee shakes, aromatic waters and subtly flavored cotton candy.

Besmoke celebrated its 20th anniversary this year and brought the festivities (complete with party hats and cupcakes) to their table. The company introduced Saltex, designed to target sodium reduction in various applications. Besmoke also showcased a smoked negroni and popcorn utilizing Besmoke ingredients, as well as PureSmoke Apple Woodchips.



Besmoke celebrated its 20th anniversary this year and brought the festivities (complete with party hats and cupcakes) to their table.

Fruity flavors were also on display by Austria Juice and Bedoukian. The Austria Juice team showcased FTNF flavorings in an orange energy drink as well as exotic extracts and berry fruit gums while Bedoukian highlights green mint flavored water (with Spilanthol @ 10 ppm), blueberry flavored water (with Orrisol at 3 ppm) and rock melon cantaloupe flavored water (with Cantalal at 0.50 ppm).

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Fruity flavors were also on display by Austria Juice showcasing FTNF flavorings in an orange energy drink as well as exotic extracts and berry fruit gums.



The FlavourTalk Raw Materials Exhibition had just over 30 exhibitors, allowing attendees to sample and evaluate a wide range of raw materials.

Looking Forward

Flavour Horizons Ltd. managing director Dave Baines announced the next edition of FlavourTalks as well as insight into the event's altered setup, "I am pleased to announce that the 15th Anniversary FlavourTalk exhibition will be held on March 26-27, 2025, at the Millennium Gloucester Hotel Conference Centre, Kensington, London.

The exhibition will be held over two days for the first time in its history allowing more exhibitors to attend and present their products. Delegates can choose to attend on one or both days and will have the opportunity to take part in more company presentations and exhibitors will showcase their products on one of the two days. We made this change because in March this year, several companies wishing to exhibit were unable to do so because the venue was at capacity.

We will celebrate the 15th Anniversary of this event with a Networking Dinner to be held on the evening of March 26 in the Conservatory, Millennium Gloucester Hotel."

Everything You Need to Know to Prepare for *Flavorcon* 2024 in Atlantic City

Lower rates, higher value! Don't miss out on this year's *Flavorcon* event set for October 8-9.



Don't forget, BSF, SFC and WFFC members receive an additional discount! Reach out to your organization for the code for extra savings!

Photos by Peter Wynn

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Flavorcon is set to return to Atlantic City, New Jersey this October! Register ASAP for the best rates for the conference and expo hall set to be held October 8-9, at Harrah's Resort & Casino.

>>Register now to set your flavor innovation agenda; 1-day passes are available, as are group rates.<<



Flavorcon 2023 was home to Berje's Farmers Market, complete with a lemonade stand. You're in store for another creative booth this year!

You asked, and we listened! We have lowered the rates for this year's *Flavorcon*, set for Atlantic City, New Jersey! Be sure to visit *www.flavorcon.com* to see the updated rates for flavorists and suppliers. We even have one-day expo hall passes if you're nearby and want to pop over and explore. Don't forget, BSF, SFC and WFFC members receive an additional discount! Reach out to your organization for the code for extra savings!

Our conference sessions will cover artificial intelligence's impact on the flavorist's day-to-day, the evolving citrus industry, how to track trending ingredients and flavors to map out market white space and more!

Come with business cards aplenty to network in between sessions, on the expo hall floor and poolside at our Opening Cocktail Reception. Really exciting things in store for *Flavorcon* 2024, don't miss your chance to be part of *the* flavor event of the fall!

Host Hotel

Flavorcon staff have negotiated a discounted room rate of $109 per night single/double occupancy, higher rates may apply for additional guests. Room rates are subject to state and local taxes, currently 13.625% plus a $7.00 per room per night lodging fee (subject to change without notice) and any applicable resort fees. Total charges presented on the website will include all room taxes, but not any applicable resort fees: $27.99 per night, per room, plus 13.625% tax. The Resort Fee includes unlimited local phone calls, a $5.00 voucher towards self-parking in the garage and complimentary in-room internet access (limited to 2 devices per room,





Flavor legend John Wright returns to lead a live organoleptic panel on October 7. Seating is limited, grab your ticket today!



Exhibitors are chomping at the bit to showcas the latest ingredients, technology and equipment to flavorists like YOU!

per night). A credit card to guarantee the reservation is required. **Discount Deadline: Friday, September 6, 2024**

Harrah's Resort Atlantic City

777 Harrah's Blvd., Atlantic City, New Jersey, 08401. Reservations: 888-516-2215 (8 a.m.-2 a.m. EST, 7 days a week). When calling to make your reservation, please mention the group code **Flavorcon 2024**. All reservations can be canceled up to 72 hours before arrival.

Flavorists, get your education started early with this first-come first-served pre-*Flavorcon* session on Monday, October 7! This session will take attendees on a guided tour through a lineup of organoleptic materials with

the help of Bell Flavor & Fragrances principal flavorist, Cyndie Lipka, and junior flavorist Michael Morrison as well as a second session featuring independent flavorist and "Flavor Bites" columnist, John Wright and a flavorist from PepsiCo. This session has an additional fee and lunch is included!

Expo Hall Preview

Flavorcon 2024 is on the horizon, and we thought we'd help you begin planning your trip to Atlantic City, New Jersey, for the October 8-9 show by sharing a sneak peek of the exhibitor list (as of Jul 2, 2024)!

Time to explore the latest flavor ingredients, technologies and services the industry has to offer with the help of:

- 3V Tech S.p.A.
- Almendra Americas
- American International Container
- Arora Aromatics
- Avant Organics
- Analytical Instruments
- Berjé Inc.
- Biospringer North America
- Capua 1880 USA Inc.
- Champion Container Corporation
- Enteprise Food Products, LLC
- Farbest Brands
- Filter Process & Supply
- Grabner Instruments
- Gusmer Enterprises Inc.
- Hindustan Mint & Agro Products Pvt. Ltd
- Mafco Worldwide
- Michigan Cherry Committee
- Natara
- Natural Advantage, LLC
- NEXIRA
- Prodalim
- Qaroma Flavors & Fragrances
- Rudolph Research Analytical
- SGS
- SiyoMicro Biotech
- Syensqo
- Synerzine
- Tilley Distribution, Inc.
- TREATT
- VCF Online

Important Notice: It has come to our attention that someone has been posing as an outside firm selling hotel rooms for the *Flavorcon* 2024 and contacting attendees/exhibitors to solicit credit card information. This may result in fraudulent credit card charges. Please be aware that neither Flavorcon nor Harrah's Resort Atlantic City will contact you with an offer to sell hotel rooms for the event or to ask for credit card information.

Begin plotting your expo hall experience by visiting *www.flavorcon.com*.

New to Flavorcon?

Flavorcon is designed to give flavorists and product developers the tools they need to succeed in an increasingly complex market, *Flavorcon* will connect the dots among emerging R&D advances, food and beverage market and flavor trends, and supply chain innovations. The two-day conference will include a series of data/analytics presentations, interactive educational talks and panel discussions featuring some of the industry's leading experts. Attendees will come away inspired with new tools and connections to create flavorful wins and products consumers love.



Stephen Manheimer's Lasting Impression on the F&F Industry

The industry legend announced retirement, let's take a look back on his 60-year journey in the F&F industry.



Stephen Manheimer's passion for the F&F industry led him to explore various exciting pockets of the world.

Images courtesy of Stephen Manheimer

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After 60 years of serving as an instrumental figure in the flavor and fragrance (F&F) industry, Stephen (Steve) Manheimer, has announced his retirement. As of August 2024, he is set to step down from his role as executive vice president at Kerry Group.

While Stephen Manheimer is best known for his integral role in the growth of his family's company, J. Manheimer Inc., he has woven himself into the fabric of the F&F community and continues to be a beacon of expertise within it, having contributed to Kerry's success in becoming a global leader in the taste industry over the past two decades.

Dr. Albert McQuaid, Chief Science & Technology officer, Kerry, shared, "Steve and the Manheimer family have been embedded in the F&F industry for decades. My own journey into the F&F industry started back in 2007 and I needed someone to help me understand how this industry worked and to get to know some of the key leaders in this industry. I was blessed to have Steve as a mentor and guide. As a technical person I have always a tendency to understand the science behind the product and with Steve I found someone that was knowledgeable and inquisitive, and who always strives to understand the fundamental chemistry and why a given product will work for a given application."



Stephen Manheimer at the New York City Science Fair in 1957 presenting his storyboard and molecule model of linalool extracted from Rosewood Brazil oil.

> "Steve has inspired many people at Kerry and far beyond to embrace the wonderful world of flavors. He has embedded a passion for flavors across the organization that [..] will continue to be the bedrock of our success."

Stephen joined the family business in 1964 after college graduation following the death of his father—at the time he was one of eight employees working at the site located in downtown Manhattan, New York, specializing in vanilla beans, essential oils and other aromatic raw materials. His admiration for the F&F industry was prevalent long before he officially joined the J. Manheimer Inc. payroll.

In 1957, Stephen won an award at the New York City Science Fair based on his storyboard and molecule model of linalool extracted from Rosewood Brazil oil.

"Smelling samples were available to illustrate the odor of the natural oil versus the isolated molecule," he explained. "At the same time Hoffman-La Roche, entered the market with synthetic linalool, then drastically reducing the need for the Brazilian oil. The odor of the synthetic was too clean, Roche had to 'perfume' their product to get closer to the naturally derived one."

Attracted by the scientific side of the business, Stephen gained experience during two summer internships with Norda in 1957-58, where he worked as a lab technician doing analytical work on essential oils, using one of the first GLC chromatographs. A graduate of the University of Pennsylvania (1964), Stephen attended the master's program in chemistry at Columbia University, after his military service.

While education was important to Stephen's journey, he also acquired invaluable insights from

industry mentors including Bernard Champon, Ray Lermond, Ed Scott, Lloyd Fishbach, Carl Mann and Richard Pisano Sr.

He soon was joined by his brother Arnold and his two cousins, Bruce and Alan, to the J. Manheimer Inc. roster. From vanilla the company expanded into essential oils and later into fragrances and flavors.

J. Manheimer Inc. grew steadily from a company with seven people occupying 450 square feet to a company that ultimately had 245 employees and occupied 30,000 square feet. Forty years after Stephen joined the family business, the global Taste & Nutrition company Kerry Group acquired J. Manheimer Inc. in 2004, offering new opportunities for his appetite for adventure and knowledge of all things F&F.



Stephen Manheimer and William Pecout, managing the operations of Bambao, on a 1967 trip to the Comoros Islands.

Leigh-Anne Vaughan, vice president of Strategy & Marketing - Taste, Kerry shared, "Steve has inspired many people at Kerry and far beyond to embrace the wonderful world of flavors. He has helped fuel a passion for flavors across the Kerry organization that has been and will continue to be the bedrock of our growth and success in Taste."

Adventure Begins

It wasn't long before his role at J. Manheimer Inc. would take him around the globe, exploring the source of essential natural ingredients. Below are some shots of Stephen's 1967 trip to the Comoros Islands with William Pecout, managing the operations of Bambao, which, according to Stephen, was the most important producer of ylang ylang oils at the time.

Stephen was sure not only to document his travels and experiences but was keen to safeguard items from his family business' past.

"I'm a collector, a genetic flaw perhaps, I inherited it from my mom and when I joined the family business in 1964 I was given my great uncle's desk who founded the Manheimer business. In his desk I found some wonderful things and said, 'These things have to be kept over the years.' I not only kept all of the things he kept, but also added other historical essential oil and F&F ingredient memorabilia.

These items encapsulate the beginning of the F&F industry in the United States, and what it looked like in the late 1800s and 1900s. My personal ephemera that I've donated [to the New York Botanical Garden LuEsther T. Mertz Library] is priceless."

The full list of materials includes correspondence, notes, clippings, printed matter, manuscripts, specimens, artifacts, videos, manuals, market reports, directories, calendars, blueprints, sculptures, lists, grant proposals and reports, photographs, field notes, field drawings, paper ephemera and memorabilia.

Stephen's investment in the F&F industry stretched beyond his own family's institution, lending his vast knowledge to associations across the United States.

In 1973, Stephen became the youngest president of the Essential Oil Association, the precursor of what is now the International Fragrance Association in North America (IFRA NA), where he remained on the board until 2003. Not one for downtime, Stephen also joined the board of the Research Institute of Fragrance Materials (RIFM) in 1983, where he continues serve and is also part of the National Advisory Council for the Monell Institute for the last 23 years (since 2001).

In 2017, the International Federation of Essential Oils and Aroma Trades (IFEAT) honored Stephen with the Ron Neal Award of Excellence, for career contributions to the essential oils trade.

To this day, Stephen continues to travel the world learning about the ever-evolving industry alongside his wife and fellow industry stalwart, Laure Moutet Manheimer, sharing their wealth of knowledge to feed the future of F&F.

John Savage, President and CEO, Taste, Kerry, shared, "Steve has been a mentor and friend to me for almost 20 years, over that time he has been very generous in sharing his expertise and knowledge, these have


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been invaluable both to me and to the success of our Taste business at Kerry.

I have learned a lot from Steve, but one thing stands out above all, and that is strong relationships are at the heart of success in the F&F industry, from strategic supplier relationships to great relationships with our customers and colleagues. Steve is a master of great relationships, and I am very thankful to him for instilling the importance of this in me. I wish Steve, his wife Laure, and his whole family much happiness in the years ahead."

More to Come

While Stephen Manheimer is retiring his role as executive vice president at Kerry, he is far from saying goodbye to the F&F industry as he will continue with his appointment on the board of directors at the Monell Chemical Senses Center and recruiting fellow family-owned companies to share their memorabilia with the New York Botanical Garden LuEsther T. Mertz Library to keep the history of the F&F industry as strong and vibrant as its future.

McQuaid commented, "Kerry has a long-standing relationship with Monell University, where the link between taste metabolism and food is researched and mechanism of action is understood. This relationship has Steve's passion for science and goal to strive to understand the fundamentals of taste.

In wishing Steve well for the future, Edmond Scanlon, CEO of Kerry Group, noted that he first met Steve over 20 years ago. Scanlon added, "Steve's deep knowledge of, and passion for the flavor industry was immediately apparent, as was his great affability and charm. In the years I have known him since, those first impressions have been confirmed many times over, and added to with his many other talents–in business and in life–and his varied interests.

One of the few things which Steve holds in higher regard than the many fascinating aspects of the flavor industry, is of course his wonderful family. I know that he and they will be looking forward to having more time to spend together in the years ahead. Steve has been a great friend to me, and to many across our organization and beyond. I wish him and Laure all the very best for their next chapter."



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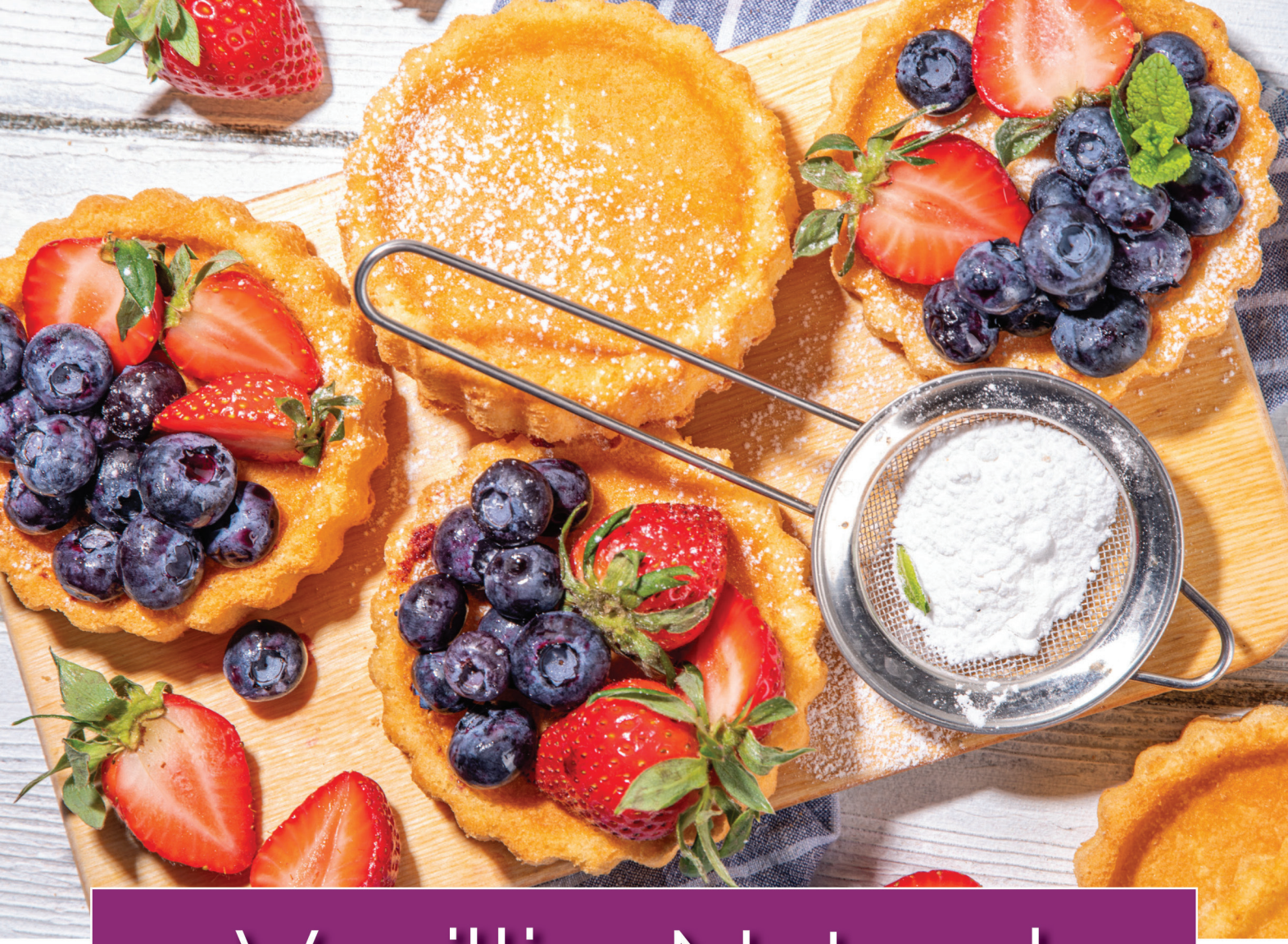
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- NATURAL CAMPHENE
- NATURAL CEDRENE
- NATURAL CITRAL
- NATURAL DELTA-3-CARENE
- NATURAL D-LIMONENE
- NATURAL EUCALYPTOL
- NATURAL FARNESENE
- NATURAL FENCHYL ALCOHOL
- NATURAL GAMMA-TERPINENE
- NATURAL GERANIOL
- NATURAL LINALOOL
- NATURAL L-LIMONENE
- NATURAL MYRCENE
- NATURAL NEROL
- NATURAL NOOTKATONE CRYSTALS
- NATURAL NOOTKATONE LIQUID
- NATURAL OCIMENE
- NATURAL PHYTOL
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- NATURAL TERPINEOL
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