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CONTENTS

VOL. 50 NO. 9 | SEPTEMBER 2025









6 **Editor's Note: Spice Up Your Life**

8 **Product Roundup**

12 **Industry News**

18 **Profiles: Clémentine Beun**

20 **Flavor Bites: Isoamyl Acetate in Tropical Fruit, Berry, Alcoholic and Other Flavors**

By John Wright

Learn about the diverse range of flavor applications for isoamyl acetate.

26 **Forward Thinking: Snacks Without Borders**

By Amy Marks-McGee

Brands are innovating with cheese-flavored combinations, spicy flavors influenced by condiments and hot sauces, global-inspired flavors, and meat-based snacks.

32 **Aroma's Carbon Footprint: The Fragrance Industry's Path to Net-Zero Emissions**

By Cordula Mock-Knoblauch; Thiago Siqueria Caixeta;

Companies aim to achieve substantial reduction targets for GHG emissions throughout the value chain.

38 **Malodor Technology is Meeting Consumer Needs with Fresh Solutions**

By Emily Little

This roundup of technologies demonstrates how four companies are innovating olfactive technologies to eliminate bad smells and enhance good ones.

42 **What Does Wellness Taste Like? Q&A with ADM's Flavors & Citrus Global Senior Director of Product Marketing**

ADM's 2025 Consumers Associations with Wellness report gives insight into how we interpret wellness when buying foods and beverages.

46 **Flavor Reports: Special Edition**

By Cyndie Lipka

US-based moderator Cyndie Lipka bids farewell to *P&F+* readers.

48 **Ad Index**

ON THE COVER: Image by manyakotic at Adobe Stock

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CONTENTS





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Spice Up Your Life



To me, the snack market has been fascinating to watch develop over the last few years.

Think of your favorite snack. It could be pretzels or potato chips or crackers. Now think of the fun add-ons that you've developed to make a one-of-a-kind snack for yourself. Maybe you dip your pretzels in peanut butter, or make your own cinnamon sugar crackers. Snacks can be the perfect blank canvas for flavor development, giving us a springboard to create something new and exciting.

In 2012, Frito-Lay brought this idea to life with its Do Us a Flavor contest. Customers from all over the country submitted ideas for what they believed would be the next best Lay's chip flavor. The first winner was Cheesy Garlic Bread, submitted by a Wisconsin librarian. Other winners and finalists have included Kettle Cooked Wasabi Ginger, Southern Biscuits and Gravy, Bacon Grilled Cheese and Korean Fried Chicken, to name a few. These submissions are more than just whacky ideas for potato chips; they are representations of culture and taste.

To me, the snack market has been fascinating to watch develop over the last few years. Trends that we've identified continue to evolve in new and unexpected ways, like spicy-plus or botanicals or tropicals. Every time I walk down the snack aisle, I see something new that catches my eye. Just this past weekend I was introduced to Trader Joe's Deli Sandwich Style Potato Chips, which somehow taste exactly like a turkey club. Who comes up with these ideas, and how do they taste so good?

There are so many factors that come into play when someone decides which things to buy at the grocery store, but there is only one at the top of the list: taste. Yes, nutrition and functional benefits are nice, but it has to be delicious. And I think the snack market is successfully leveraging interesting flavors with enhanced nutritional value to create a completely new experience for the consumer.

And, of course, we can't ignore the impact of global flavors on the snack market, an area where social media has been key. Consumers can learn about all kinds of flavor combinations through TikTok and Instagram and bring them to their own circles. Spate's research showed that searches for guava have been on the rise as US consumers learn about a popular guava candy in China. OSF Flavors just developed an angel hair chocolate flavor inspired by the Middle Eastern dessert. The snack market is becoming a true melting pot of global influences and flavors.

Snacks are where we tend to experiment when it comes to flavor, and I hope flavor companies and product developers continue to do the same.





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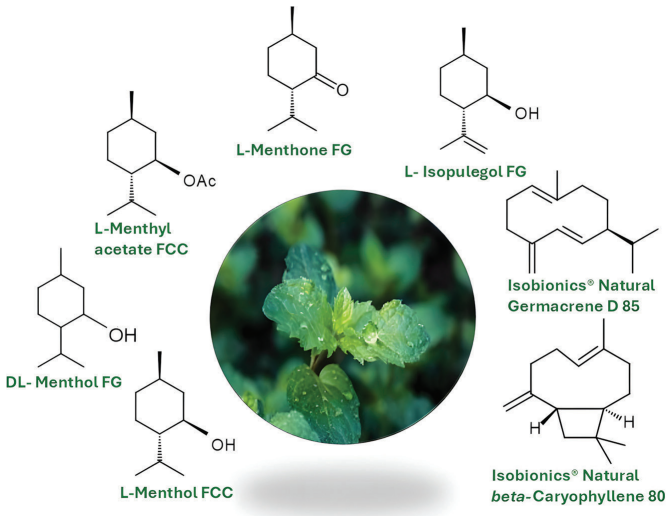


Baguette Note

Avant Organics

http://avantorganics.com/

Baguette Note is a FEMA/GRAS reaction flavor that delivers a smooth and fresh crusty bread note. This unique reaction flavor has the ability to take you back, walking into a bakery where fresh breads and pastries are being made. Baguette Note can be best described as fresh, toasty, warm, bready, pizza crust, yeasty and pastry-like. This product would work well for enhancing bread flavors, uplifting flavored tortillas, bringing pastry flavors over the top and any other use for baked goods. Avant Organics provides this material as EU Natural, Kosher and non-GMO.



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BASF

https://aroma-ingredients.basf.com/global/en/our-portfolio/mint

Our mint portfolio captures the essence of mint, delivering exceptional versatility thanks to the high purity of our ingredients. Elevate your formulations with an enhanced sense of hygiene in oral care, intense freshness in confectionery, and an invigorating cooling sensation in personal care.



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http://www.axxence.com/

Natural 3-Mercaptohexyl acetate (FEMA #3851, CAS #136954-20-6) delivers a burst of tropical fruit character with standout notes of grapefruit, passion fruit and guava. Naturally present in citrus and exotic fruits, this potent sulfur compound adds freshness and complexity to fruit profiles. At low levels, it enhances mouthfeel and lends juicy realism to mango, durian, banana and tropical blends. At higher levels, its green, alliaceous overtones shift the profile toward cooked onion and roast beef, making it useful in savory and roasted flavor applications.



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http://www.pentafineingredients.com/

This material has a sweet, fruity odor with floral notes, and a fruity taste with notes of pineapple and strawberry. It is used in flavor and fragrance applications. Our material is Kosher and Halal Compliant.

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Red Mandarin Essential Oil

Argumaria Reggina

https://www.linkedin.com/company/agrumaria/

Red Mandarin Essential Oil is produced from "tardivo" mandarin cultivated in the valley of Palermo, Sicily. The cold expression of the peels of these late-ripening fruits reveals an oil with great aromatic tipicity: bitter in the initial notes, it quickly becomes fruity. At the same time, the bitterness continues. An olfactory journey between bitter and fruity, which is later adorned with green and floral notes for an intensely zesty experience.

Red mandarin gives a serene lift to compositions, full of elegance. It revives floral notes and adds a sparkling touch to fruits. Be cautious of overdosing, as it might overwhelm the composition.



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Methyl Thiobutylformate

Symrise AG

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With its multiple sulfury facettes, methyl thiobutylformate adapts itself perfectly into any culinary profile giving depth and authenticity. Moreover, the Symrise Specialty enhances a full-bodied taste in tropical fruit flavors like guava, grapefruit and passion fruit. Its fine and well-balanced coffee notes wonderfully boost freshly ground coffee tastes.



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SOLVAY

Givaudan Acquires Majority Stake in Vollmens Fragrances to Strengthen Presence in Latin America



The founding family executives of the house, Nestor Francisco Mendes and Rinaldo José Mendes, will continue to lead Vollmens.

On June 27, 2025, Givaudan announced its agreement to acquire a majority stake in Vollmens Fragrances, an award-winning Brazilian fragrance house. The company hopes that this partnership in Latin America will help strengthen reach and drive development and growth with regional customers.

Vollmens Fragrances is based in Saltinho, Brazil and has been operating since 2004. The company operates across Latin America as well as Central America, Africa and North America. The founding family executives of the house, Nestor Francisco Mendes and Rinaldo José Mendes, will continue to lead Vollmens.

"Acquiring a majority stake in Vollmens Fragrances fits perfectly with out 2025 strategy to expand our presence with local and regional customers," said Givaudan chief executive officer Gilles Andrier. "This partnership will also further strengthen our business in the high-growth markets of Latin America and we look forward to building a bright future together with the Mendes family."

Nestor Mendes and Rinaldo José Mendes commented, "We are excited to join Givaudan, a company that shares our passion for innovation and quality in the fragrance industry. Together, we will leverage our local expertise to create exceptional experiences for our customers in Brazil and beyond. This partnership marks a new and exciting chapter for us, and we look forward to starting this new moment with our stakeholders."

According to the company's press release, Givaudan plans to fund the transaction from existing resources, and the transaction is expected to be completed in the second half of 2025.

p&f+

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Sensient Flavors & Extracts Introduces BioSymphony Natural Flavor Portfolio



"We're using nature's instruments to create taste harmony," said Suja Senan, senior innovation scientist and lead developer of BioSymphony.

Sensient Flavors & Extracts announced the launch of BioSymphony, a portfolio of natural flavors created through biotransformation of natural ingredients.

"We're using nature's instruments to create taste harmony," said Suja Senan, senior innovation scientist and lead developer of BioSymphony. "Just as a string quartet is beautiful, a full symphony brings a piece to life – filling the senses and connecting emotionally. That's what BioSymphony does with flavor."

According to the company's press release, the BioSymphony portfolio can be used in ge of food and beverage applications. Further, it is recognized globally as a natural flavor. The proprietary true-to-nature process helps create an authentic taste experience, addressing consumer demands.

"We like to call it 'complexification,'" said company president Steve Morris. "BioSymphony takes simple ingredients to the next level and enables you to do more with less."

The company's press release states that BioSymphony delivers value for flavor developers in three strategic ways: premiumization of flavors, expansion of nuance and tonal complexity and solutions to ingredient challenges.



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IFF Expands Singapore Innovation Center with Immersive Experience Hub



In addition to the opening of the Immersive Experience Hub, IFF launched its SG60 collection of flavors and fragrances to celebrate Singapore's 60th birthday.

Flavor and fragrance company IFF officially opened its new Immersive Experience Hub, located within its Singapore Innovation Center. This multi-sensory facility will allow the company to work alongside customers to conceptualize, test and refine product ideas in simulated environments.

"The new space builds on IFF's $30 million investment in Singapore in 2022, strengthening our position as a strategic innovation hub for Asia," said site leader Ramon Brentan. "The immersive space transforms how we engage with customers and supports our broader innovation strategy in a region expected to drive 60% of global economic growth by 2030."

According to the company's press release, the Immersive Experience Hub will integrate video technology with scent, taste, sound and touch to simulate real-world environments. This will enable virtual tours, contextual tastings, fragrance immersion and real-time co-creation. The facility will also compliment IFF's largest dairy and beverage pilot plant in Southeast Asia.

"IFF's decision to set up its Immersive Experience Hub in Singapore reflects strong confidence in our innovation ecosystem for the flavors and fragrances industry," said Kelly Lai, vice president and head of chemicals and materials at the Singapore Economic Development Board. "Singapore is a trusted global brand and business hub, supported by world-class talent, digital capabilities and robust R&D. We welcome partners like IFF to co-innovate with our ecosystem and accelerate the development of solutions for Asia's fast-growing consumer market."

In addition to the opening of the Immersive Experience Hub, IFF launched its SG60 collection of flavors and fragrances to celebrate Singapore's 60th birthday. This collection reflects a survey of 1,000 Singaporeans to discover their favorite local scents and flavors. The SG60 collection includes:

- Fragrant Orchid Chrysanthemum Tea Slushie
- Refreshing Coconut Milk Slushie with Kaya Toast
- Laksa Cupcake with Laksa Frosting
- Popcorn Chicken with Hainanese Chicken Rice-Flavored Mayo Dip
- Fragrance inspired by the Singapore Sling Cocktail
- Fragrance inspired by the national flower, Orchid

Photo courtesy of IFF

Agrumaria Reggina





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Centered around the vibrant essence of citrus, our essential oils are meticulously crafted to meet **specific needs**, wheter to add a soothing or refreshing touch to your air products and candles.

This commitment reflects our **passion** for natural ingredients. It is our mission to create spaces of freshness with the revitalizing **scent** of citrus.

Discover more on

WFFC Announces Launch of Florida Chapter

On July 7, 2025, The Women in Flavor and Fragrance Commerce (WFFC) announced the launch of its Florida chapter, the fourth chapter of the organization in the United States. The organization hopes the new chapter will help serve the growing industry hub in the state.

"I'm excited to announce that we have established a fourth WFFC chapter, located in Florida," said president of the national executive board Erica Lermond. "The Florida chapter is already growing, with numerous new members, proving this new geographic location will continue to be a hub for the flavor and fragrance industry, and the WFFC."

According to the press release, the WFFC Florida chapter has elected a board of directors and has a growing membership base. The chapter will help serve central Florida's growing network of ingredient suppliers, citrus processors and industry experts.

"The establishment of the Florida chapter will allow the WFFC to continue to build upon its mission of providing women at all stages of their career with a forum for networking, education, career development and camaraderie across all facets of the industry through educational, networking and mentoring opportunities," Lermond concluded.



"The Florida chapter is already growing, with numerous new members, proving this new geographic location will continue to be a hub for the flavor and fragrance industry, and the WFFC," president Erica Lermond said.

IFRA Releases Updated Transparency List

On July 10, 2025, The International Fragrance Association (IFRA) published the 2025 edition of its Transparency list, a comprehensive overview of over 3,000 ingredients used in fragrance creation. The list is intended to enhance consumer confidence, industry accountability and safety standards.



The IFRA Transparency List includes over 3,000 ingredients commonly used in fragrance creation.

The IFRA Transparency List is compiled every four years using anonymously aggregated industry data. This year's edition includes 3,312 fragrance ingredients (or substances used primarily for their odor properties or to mask malodor) and 379 functional ingredients (ingredients that contribute to fragrance stability and performance). Among the total, 1,021 are natural complex substances.

IFRA's executive director Alexander Mohr noted that the publication of the Transparency List "serves as a foundational resource that not only enhances transparency but also promotes innovation, safety and regulatory compliance across the fragrance industry worldwide."

The IFRA Transparency List can be accessed online at the organization's website.

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SCAN TO LEARN MORE

Flavor and Fragrance Market Projected to Reach $37.5 Billion by 2031

The global flavor and fragrance market is expected to grow at a compound annual growth rate of 3% from 2025 to 2031, according to a new report from Valuates Reports.

According to the report, the market was valued at $30.58 billion in 2024 and is expected to reach $37.5 billion by the end of the forecast period. The growth in the market is largely being driven by demand for natural, sustainable, and diverse ingredient solutions.



Asia-Pacific is the fastest growing region over the forecast period, driven largely by population growth and increased middle class spending.

"The flavor and fragrance sales market continues to experience robust growth, driven by evolving consumer preferences, product innovation and sectoral expansion across food, personal care and wellness industries," the report states. "The strategic role of sensory elements in product success is pushing companies to invest in R&D and create immersive consumer experiences. With increasing cross-industry applications and support from digital retail models, the market shows no sign of slowing down."

Asia-Pacific is the fastest growing region over the forecast period, driven largely by population growth and increased middle class spending. In particular, countries such as China, India and Indonesia are experiencing a rapid expansion in both the processed food and cosmetics sectors. North America and Europe continue to dominate the market due to their well-established markets and strong R&D infrastructure.

The growing health consciousness among consumers is influencing the global F&F market, driving demand for natural and clean-label flavors and fragrances. Consumers are seeking products made with essential oils, botanical extracts and organic compounds rather than synthetic ingredients. Further, regulatory support for these ingredients has helped speed up adoption, leading manufacturers to reformulate their offerings to align with the demand.

Another aspect driving the growth of the flavor and fragrance market is the concept of premiumization. Consumers are seeking high-quality, multi-sensory experiences, such as high-end perfumes, gourmet foods and signature beverages. The report also notes that "sensory branding," such as leveraging scents in retail spaces or personalized flavor experiences, is influencing buying behavior as well.

The food and beverage industry is the largest contributor to the flavor and fragrance market as consumers look for tasty, aromatic and indulgent eating experiences.

"Flavors are integral in developing appealing products, particularly in snacks, confectioneries, bakery and beverages," the report states. "Changing lifestyles and the rapid urbanization trend have elevated the demand for processed and convenience foods, intensifying the need for diverse flavoring options."

Following closely behind is the personal care industry, which is seeing an increased demand for scented products.

"The growing demand for scented personal hygiene products like deodorants, body sprays and shampoos, particularly among young populations, is a major growth driver," the report notes. "Additionally, the psychological impact of fragrances such as stress relief or mood enhancement is being leveraged in wellness and aromatherapy products."

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dsm-firmenich Announces Jonathan Simon as Next President of Fine Fragrance

dsm-firmenich announced the appointment of Jonathan Simon as the president of its fine fragrance business. Simon will succeed Jerry Vittoria, who will retire from the company after 35 years of service.

Simon is currently the vice president of the Procter & Gamble account for dsm-firmenich. He joined the company in 2020 and has been the global leader for the P&G account since 2024. Before joining dsm-firmenich, Simon spent 12 years with L'Oréal, working with brands such as Lancôme, Viktor & Rolf and Cacharel. His experience covers both the fine fragrance and personal care categories, and he has worked in global roles in several different geographies.

According to the company's press release, the transition between Simon and Vittoria will take place over the next year, allowing for a "well-structured and orchestrated" transition.

"It is the perfect moment for us to make the move and prepare for the future," said Emmanuel Butstraen, chief operating officer and president of perfumery and beauty at dsm-firmenich. "We want to warmly thank Jerry for his outstanding contributions to our fine fragrance business over the last decade, skillfully navigating the evolution and changes, while at the same time growing our business significantly. Jonathan will propel our fine fragrance business into a new era, establish our leadership and continue our transformation driven by innovation and sustainability. His strong sense of luxury, passion for the product and obsession for our customers will truly make a difference."



Simon is currently the vice president of the Procter & Gamble account for dsm-firmenich.

Photo courtesy of dsm-firmenich



Misitano & Stracuzzi Announces Appointment of Mohamed Erraji as Chief Commercial & Strategy Officer

On July 1, 2025, Italian citrus company Misitano & Stracuzzi S.p.A. announced the appointment of Mohamed Erraji as the company's chief commercial and strategy officer. The company hopes that this appointment will help accelerate global expansion and drive growth.

Erraji has over two decades of experience in international leadership in the food, flavors and natural ingredients industries. He previously worked as the vice president of procurement in the taste, texture and health division of dsm-firmenich, and he has held leadership positions at Mondelez International and Danone. Erraji has been recognized for his leadership with nominations for the World Procurement Congress' Risk & Resilience and Business Partnership awards in 2023, 2024 and 2025.

"I'm excited to join Misitano & Stracuzzi at a pivotal moment in its growth journey," Erraji said. "This is a company with more than a century of deep expertise and credibility in natural ingredients. I feel a genuine connection with the family and the team – a shared set of values rooted in integrity, passion for craftsmanship and care for people and nature. I am thrilled to help build the next chapter, scaling globally with agility and anchoring our future in innovation, resilience and long-term impact."

According to the company's press release, Erraji will officially join the company during the third quarter of 2025.

Chief executive officer Diego Stracuzzi, added, "It is with great pleasure and honor that we welcome Mohamed Erraji, without a doubt one of the most prominent and influential figures in the flavors and fragrances industry today. He will lead the company's global commercial and strategic agenda – driving revenue diversification, category expansion and international market penetration – while reinforcing the company's heritage in citrus and Mediterranean botanicals with cutting-edge innovation.



Erraji has over two decades of experience in international leadership in the food, flavors and natural ingredients industries.

"For Misitano & Stracuzzi, this is a strategic move for our next phase of international growth, innovation acceleration and long-term value creation. Along with the other important appointments secured over the last year, we are truly convinced that Mohamed will help us in our ambition to become a global reference in natural ingredients worldwide. His expertise and leadership will be a tremendous asset, and we are excited to begin this new chapter together."

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Photo courtesy of Misitano & Stracuzzi

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PROFILES: CLÉMENTINE BEUN

The winner of the Young Perfumer's Prize discusses the importance of her mentors and humility in learning the art of olfaction.

What led you to the fragrance industry?

From a very young age, I smelled absolutely everything: plants, food, but especially objects—each object, each texture had its own distinct scent for me. And each scent evoked a different emotion.

I discovered that this unique connection was uncommon, that my peers did not feel the need to smell everything around them. It was then that I understood that scents would always be a part of my life.

I wanted to learn how to create these fragrances and contribute to the sensations, to the journey that a simple scent can evoke. That's how it all began.

Can you share a defining moment or breakthrough in your career as a perfumer?

While I was working at Takasago as a junior fragrance analyst, Christophe Laudamiel suggested that I join him once again in New York to work alongside him and continue to learn. This proposal, as unexpected as it was pivotal, marked a turning point in my journey— the beginning of a true adventure.

What were some of the biggest challenges you faced when entering the perfume industry, and how did you overcome them?

Coming from outside the world of perfumery and with no connections in this very closed industry, I had to rely on determination, resilience, and a different approach.

For example, From the very beginning of my journey, it was difficult to obtain an internship with fragrance houses. Driven by a passion for the emotional power of scent, I however turned to the neuroscience of olfaction. This path not only deepened my understanding of sensory mechanisms, but also eventually led me to connect with Christophe Laudamiel.

Choosing a different path turned out to be a real strength, opening up unexpected opportunities in the world of perfumery.

Can you describe a time when a fragrance formulation didn't turn out as expected? How did you address the issue?



Clémentine Beun won the Young Perfumer's Award at SIMPPAR 2025.

Name: Clémentine Beun

Title: Junior Perfumer, Essential Compositions

Location: Valencia, Spain

As a young perfumer, it is rare— at least in my experience— to achieve the desired result on the first try. Each creation requires numerous trials, which allows me to better understand the interactions between ingredients and to freely explore all my ideas, even the boldest ones.

This process also calls for a certain humility: the ability to question oneself, to revisit previous choices, in order to move forward with clarity and precision.

How do you find the right balance between artistic expression and the technical limitations of perfume formulation?

Technical constraints can include volatility, stability, and above all constantly evolving regulations, as well as the cost of concentrates.

Courtesy of Clémentine Beun

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In the face of these limitations, I always keep in mind the original creative intention: the emotion or idea I want to convey.

To me, the role of a mentor is essential. Working alongside Christophe Laudamiel, I learned the importance of experimentation: testing different combinations and adjusting proportions to comply with technical constraints. It's a true daily exercise in flexibility and creativity.

What does winning the Young Perfumer's Award at SIMPPAR mean to you?

To be completely honest, when the SFP contacted me, it never crossed my mind that it might be about the competition. With so many participants, I took part mainly for the joy of creating from an inspiring brief.

It took me a moment to realize that the jury had chosen my fragrance. Winning this award is an immense source of pride. I see it as a meaningful recognition, but also as a reward for my perseverance and my determination to never give up on my goal of becoming a perfumer.

Can you describe your fragrance, Lavande argentée? How did you create this scent?

I named it Lavande Argentée. I wanted to make lavender shine— to highlight it with elegance and modernity.

I placed it on a base of woods, white musk, and cashmeran to give it strength and depth. I wrapped it in iridescent notes to enhance its elegance.

Finally, I composed the top with crystalline aqueous notes, green facets, and a sparkle of pink pepper to bring light and vibrancy.





Isoamyl acetate is commonly associated with banana flavors.



BY JOHN WRIGHT
johnwrightflavorist@gmail.com

Flavor Bites: Isoamyl Acetate in Tropical Fruit, Berry, Alcoholic and Other Flavors

Learn about the diverse range of flavor applications for isoamyl acetate.

Isoamyl acetate, or 3-methyl butyl acetate (FEMA GRAS#2055, CAS#123-92-2) is produced in increasing amounts in many fruits as they ripen. It is also a central component of many fermented beverages. These are big positive attributes. Less appealing is the fact that it is the main honey bee sting alarm pheromone (be careful not to smell banana flavors near a beehive).

There is an unfortunate temptation to automatically associate Isoamyl acetate with tutti frutti and other profiles from the past. In reality it is a uniquely important ingredient in contemporary flavors. It is particularly useful at modest levels when the goal is to accentuate ripeness.

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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.

Tropical Fruit Flavors

Banana: Isoamyl acetate is, first and foremost, a banana chemical. It can be used in banana flavors at a range of levels, but 15,000 ppm is a good place to start.

Guava: This ingredient only serves to add a hint of ripeness to guava flavors at around 100 ppm.

Jackfruit: The effect in jackfruit flavors is fairly central to the profile. Four thousand ppm is very effective.

Mango: The same 4,000 ppm level of addition is similarly central to mango flavors.

Pineapple: Isoamyl acetate broadens the impact of the dominant ethyl esters and adds brightness. Five hundred ppm works well.

Tree Fruit Flavors

Apple: This ester is clearly not the main driver in apple flavors, but it does add impact and complexity at levels of addition in the region of 2,000 ppm.

Apricot, Fresh: Fifteen hundred ppm of isoamyl acetate brighten fresh peach flavors and provide a welcome contrast to the dominant lactones and linalool.

Cherry: Cherry flavors can use moderate additions of isoamyl acetate to enhance ripeness. Seven hundred ppm works well.

Grapefruit, Lemon and Orange: Isoamyl acetate should not be the driver of the ester note in juicy versions of these popular citrus flavors, but it does add ripeness at levels ranging from 20 to 80 ppm.



Cherry flavors can use moderate additions of isoamyl acetate to enhance ripeness.

Peach: The contrast with the, predominantly gamma, lactones also works well in peach flavors at levels of isoamyl acetate around 1,000 ppm.

Pear: There is a close relationship between banana and pear ester notes. Six thousand ppm of isoamyl acetate balances hexyl acetate perfectly.

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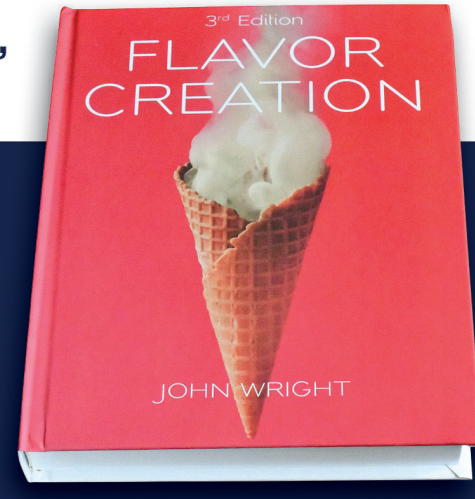


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Plum: Plum flavors benefit more than most from an impression of ripeness. Five hundred ppm of this raw material achieves that effect.

Berry Fruit Flavors

Blueberry: Levels of addition of isoamyl acetate in berry flavors are often relatively modest. In blueberry flavors, the ideal range is between 50 and 100 ppm.

Elderberry: One hundred ppm is also very effective in elderberry flavors, adding brightness and ripeness.

Gooseberry: The challenge in gooseberry flavors is to keep the level of methyl butyrate high without ending up with a profile lacking depth. One thousand ppm of isoamyl acetate goes some way towards solving the problem.

Strawberry, Fresh: It is quite practical to simply use ethyl butyrate as the only aliphatic ester in a fresh strawberry flavor. Ethyl 2-methyl butyrate is an obviously worthwhile addition. Beyond that, opinions tend to differ widely. There are many options, but isoamyl acetate adds helpful complexity at 200 ppm.



Isoamyl acetate provides some useful contrast in brandy flavors.

Other Fruit Flavors

Kiwi: The delicate balance of ester notes in kiwi flavors is enhanced and ripened by the moderate addition of 200 ppm of isoamyl acetate.

Melon: Isoamyl acetate is the most important ester in both authentic cantaloupe melon flavors and the somewhat fantasy-oriented commercial watermelon flavors. Levels of addition can be very high, ranging up to 20,000 ppm.

Pomegranate: Pomegranate flavors are not quite in the same league as melon flavors, but still benefit from a good level of isoamyl acetate, around 2,000 ppm.

Alcoholic Drinks Flavors

Beer: This raw material is effective in all types of beer flavors, ranging from the darkest to the lightest. Levels vary, but are generally in the range from 500 to 1,000 ppm.

Brandy: The driving aliphatic esters in brandy flavors are the higher ethyl esters, but they can become a little yeasty in isolation. Isoamyl acetate provides some useful contrast at 200 ppm.

Rum: High levels of isoamyl acetate can work in dark rum flavors, but a more authentic effect is achieved at lower levels of addition, typically in the low hundreds of ppm.

Whisky: Isoamyl alcohol has an interesting effect in whisky flavors, adding a soft edge to the fusel notes derived in large part from the parent alcohol. Whisky flavors cover a very wide range of different profiles and the levels of addition reflect this. One hundred ppm is a very cautious starting point.

Wine: Levels of isoamyl acetate in wine flavors can range from several hundred up to 1,000 ppm, perhaps higher in white wine flavors.

Other Flavors

Caramel and Toffee: Caramel and toffee flavors tend towards the heavier end of the flavor spectrum, which can become dull. Isoamyl acetate freshens things at levels in the region of 100 ppm.

Coconut: This ester may only make a tiny contribution to typical coconut flavors, but it has a definite freshening effect in coconut water flavors. Levels vary, with the most realistic effect being at around 20 ppm.

Dandelion and Burdock: Dandelion and burdock flavors are a peculiar UK specialty. They diverged completely from root beer with the demise of sassafras oil. Isoamyl alcohol forms an attractive part of the fantasy profile at levels in the region of 7,000 ppm.

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Snacking accounts for more than 20% of global food and beverage sales, according to data from Circana.



BY AMY MARKS-MCGEE
Trendincite LLC
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Forward Thinking: Snacks Without Borders

Brands are innovating with cheese-flavored combinations, spicy flavors influenced by condiments and hot sauces, global-inspired flavors, and meat-based snacks.

Snacking is a global phenomenon that consumers love. According to IGD's Global Convenience Trends Report 2025[1], the global snacking industry will surpass $1 trillion by 2029. Snacking accounts for more than 20% of global food and beverage sales, with consumers under 40 leading the charge across all major regions, according to Circana[2]. Nearly half of Americans (48.8%) snack three or more times a day, a 2.7% increase year-over-year, with younger demographics (ages 18-44) driving growth[3]. Mondelez International's 2024 State of Snacking Report[4] revealed that 91% of global consumers snack daily, and 61% consume at least two daily snacks. Additionally, 65% of consumers are snacking more than they did a year ago.

Consumers increasingly crave new snack adventures. In fact, 75% "get excited when they find a new snack to try," and 67% "consider themselves a snack adventurer." Fortunately, there's no shortage of snack launches. Brands

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are innovating with cheese-flavored combinations, spicy flavors influenced by condiments and hot sauces, global-inspired flavors, and meat-based snacks.

What Snacks Are Consumers Eating?

Piper Sandler's Taking Stock With Teens survey[5] of 6,400 teens found snacks with a crunch have a chokehold on teens, with Lays (13%), Goldfish (9%), and Doritos (8%) leading the category. Kellanova's snacking preferences survey[6] of 2,000 U.S. adults who had recently gone on or plan to go on a road trip found that Americans rank Cheez-It and Pringles in their top favorite snack brands. The survey also discovered generational snacking differences. Gen Z favors spicy and sour snacks, while Millennials rank salty, sweet, and cheesy snacks as their top picks and enjoy tangy flavors. Gen X prefers crackers, chips, and jerky, with sweet and salty flavors dominating. Boomers like traditional salty mixes, chocolate, and nuts.

Cheese Please

Americans eat an estimated 42 lbs. of cheese per capita annually. It's no wonder that cheese is a classic and beloved snack flavor. There is a plethora of cheese-flavored snacks available, and brands are experimenting with cheese flavors, from adding varying spices to meat flavors. Frito-Lay has added Doritos Twisted Queso and Lay's Farmhouse Cheese & Ranch flavors to its range. The Doritos Twisted Queso features "a jalapeño flavor with a subtle kick of heat, plus all the cheesy taste of your favorite queso dip." In Chile, NotCo and PepsiCo partnered on the NotMayo Doritos, a new plant-based version of Doritos. Corn Nuts released the Partially



Goldfish Awesome Sauce Flavored Crackers are inspired by the sweet, smoky, and tangy condiment found at restaurants.



Cheezmos, organic cheese puffs, join LesserEvil's portfolio and are available in Blazin' Hot Cheddar and Cowboy Cheddar flavors.

Popped line in Kickin' Cheddar, White Cheddar and Movie Theater Butter flavors.

LesserEvil, a better-for-you snack brand, has launched Cheezmos, organic cheese puffs made with real organic cheddar and clean avocado oil. Cheezmos are available in two varieties: Blazin' Hot Cheddar and Cowboy Cheddar.

Takis launched the Intense Nacho flavor in the UK because of its strong performance in the U.S. California-based Doughbrik's Pizza debuted Wavers, a four-SKU snack line inspired by the brand's signature pizza flavors. Flavors include Extra Cheesy, Hot Honey, Late Night Pizza and Spicy Pickle. These snacks contain no artificial flavors, preservatives, or cholesterol, and are trans fat-free and non-GMO. Cheez-It and Wendy's teamed up on the limited-edition Baconator Crackers. The Cheez-It x Wendy's Baconator Crackers feature cheese and applewood-smoked bacon flavors. Bacon Grilled Cheese-flavored potato chips won the Lay's Do Us A Flavor contest, submitted by Paula George from Sapulpa, Oklahoma.

Spicy Snacks Heat Up

Consumers' growing demand for spicy and food-inspired flavors is not waning, as addressed in Trendincite's *Perfumer & Flavorist+*[7,8] "Forward Thinking: Lip-smacking Snacks" November 2022 article and "Forward Thinking: Snack Down" November 2021 article. Spicy flavors continue to trend in food and

From top: image courtesy of LesserEvil; Campbell's

beverages, driven by the younger demographics' interest in experimentation and global cuisines.

For example, NCSolutions' consumer hot sauce habits and preferences survey[9] of over 1,000 Americans found that 34% consider themselves "hot sauce connoisseurs," and 51% of Gen Zers classify themselves as one. Rubix Foods' NEXT Flavor Report[10] uncovered that 74% of Gen Z consumers prefer a mild or medium spice level, as it offers a well-rounded flavor profile. Innova Market Insights' snack data[11] showed 49% of global consumers have sought intense or bold flavors over the past year. Snack brands are drawing inspiration from various condiments and hot sauce flavors.

Pringles brought back its Spicy Guacamole Chips for a limited time. Goldfish introduced Awesome Sauce Flavored Crackers as a limited-edition flavor. The complex flavor combines sweet mustard and smoky BBQ sauce. It also brought back the limited-edition Goldfish Spicy Dill Pickle flavor.

Lay's most-requested flavor, All Dressed, launched in the U.S. The chips feature a "sweet, savory, and tangy, flavorful mix of Barbecue, Salt & Vinegar, and Sour Cream & Onion." Cheetos Flamin Hot Cheddar BBQ, Fritos Flavor Twists Lime & Jalapeno and Ruffles Spicy Dill Pickle are examples of recent spicy-flavored launches under Frito-Lay's portfolio. Inspired by Valentina hot sauce, Lay's Valentina and Lime was one of three finalists for the Lay's Do Us A Flavor contest.

Late July introduced Chamoy Tortilla Chips that combine "the sweet mango, tangy lime, and a kick of chili," inspired by the popular Mexican condiment. The snack is gluten-free and made with non-GMO ingredients. Kettle Brand dropped the limited-edition Chili Crisp Chips to "deliver a next-level fusion of heat, garlic, and umami in every bite."

Tinder and Mischief collaborated on RelationChips, a sweet and spicy potato chip. According to Tinder, a new relationship starts every three seconds, the same time it takes to eat a potato chip. There were 1,500 bags available for free, each containing a QR code for a complimentary week of Tinder Gold.

Around The Globe

Global flavors are an abundant source of inspiration and culinary experiences. Snack brands are tapping into international flavors and cuisines, creating unique and complex flavor profiles. For example, PepsiCo has "rolling innovation labs," akin to food trucks, to test new concepts and gather consumer feedback.

"R&D chefs work together to identify the best flavors and ingredients that most authentically capture the heart of the region's food culture and traditional dishes," says PepsiCo R&D chef Patrick Clifford.

Under its internationally inspired flavor lineup, Lay's added a limited-edition Thai-Style Red Curry flavor exclusive to Kroger. The brand also reintroduced the Lay's Magic Masala flavor in a Wavy format. Wavy Korean-Style Fried Chicken was the third finalist in Lay's Do Us A Flavor contest. Doritos debuted Flamin' Hot Korean-Style BBQ, "a fusion of sweet soy, savory grilled beef, and a kick of Flamin' Hot heat," exclusively available at Walmart. Pringles and Miller Lite collaborated on two limited-edition flavors inspired by beer-infused backyard barbecues. The Pringles x Miller Lite Beer Can Chicken combines the flavor of savory roasted chicken with notes of garlic, onion, and the Original Light Beer. Pringles x Miller Lite Grilled Beer Brat has a smoky grilled brat flavor, with notes of black pepper, caramelized onion, and brown spice. The authentic flavor of the Original Light Beer comes through in a hoppy, malt beer aroma.

Keya's Snacks creates Indian-flavored chips that "are spiced, not spicy." The chips come in two flavors: Bombay Spice, a complex blend of 29 spices including coriander, turmeric, fenugreek, garam masala, and dry mango; and Black Salt, a tangy "cultural cousin"



Kettle Chili Crisp chips were "inspired by the global obsession with this spicy, crunchy condiment."

Image courtesy of Campbell's

of salt and vinegar. The snacks are vegan, gluten-free and kosher. Pretzelized launched Mediterranean Herb Pretzel Pita Chips at Kroger. It is "an herb-forward blend with oregano, rosemary, roasted garlic, and sea salt with a crunchy pretzel outside and soft pita-inspired inside." UK-based Eat Real and Belazu have joined forces on the Spicy Rose Harissa & Creamy Yoghurt Hummus Chips, which provide the "signature flavor of hummus elevated with a floral, smoky heat seasoning for an authentic fusion cuisine taste experience." A notable and unusual launch is Utz Lemonade Potato Chips. The snack is a partnership between Utz and Alex's Lemonade Stand Foundation and "combines the tangy sweetness of lemonade with the classic salty crunch of Utz potato chips."

Snacks Get Meaty

Trendincite LLC identified the emergence of meat snacks in *Perfumer & Flavorist+*[12] "Forward Thinking: Snack On" article, which appeared in the September 2019 publication. The global meat snacks category is



The limited-edition Pringles x Miller Lite "combines your favorite beer-infused barbeque staples, bringing all the best flavors of a cookout in a single can."



Image courtesy of Kellanova

projected to be worth $20.20 billion by 2034, growing at a CAGR of 6.2%, according to Precedence Research[13]. According to Circana,[14] chicken is one of the fastest-growing proteins in meat snacks, with 84% growth over the past three years. Consumers are seeking protein-rich foods, and meat, poultry and pork snacks are naturally high in protein.

Jack Link's and Doritos continued their partnership and launched Cool Ranch Chicken Sticks. In addition, Jack Link's and MrBeast (Jimmy Donaldson) collaborated for the first time on a line of multipack meat snacks. The Jack Link's x MrBeast co-branded meat snack multipacks feature individual-sized packs of beef jerky and meat sticks such as Tender Bites Original and Teriyaki varieties and Turkey Mini Sticks.

Archer introduced a trio of new flavors: Beef Taco, Prime Rib Style and Pepperoni Style Beef Sticks. Chef-driven meat snack brand Carnal launched nationwide with its signature Black Truffle & Black Garlic Beef Stick and newly released Umami Cut Beef Jerky. Wilde Protein Chips added a Korean Sweet & Spicy flavor to its lineup. The snack is made from chicken breast, egg whites, and chicken bone broth with 10 grams of protein per serving. Inspired by Buffalo Wild Wings sauce, Slim Jim partnered with Buffalo Wild Wings sports bar on Chicken Sticks in Buffalo Style and Hot varieties.

Final Bites

Like other food and beverages, consumers seek new flavors and experiences in their snack purchases. Cheese-flavored combinations, spicy flavors influenced by condiments and hot sauces, global-inspired flavors and meat-based snacks are fueling creativity in the snack aisle.

The younger demographic is driving growth. Innova Market Insights[15] identified *Wildly Inventive* as its #3 top 2025 global trend, described as "consumers' desire for extraordinary flavors and company innovation around surprising flavors and flavor mash-ups that generate 'wow' reactions." Gen Z adults care about food and beverage features such as taste and texture; Asian, African, and other international flavors; exciting textures; freshness; and spiciness. Millennials are interested in combinations and fusions of two or more flavors.

Snacks are a hotbed of innovation and deliver excitement, adventure, and flavor exploration. The snack market is a playground for flavorists and brands to push the envelope. Expect more unexpected flavor combinations, hotter spices, unique global-cuisine inspiration, and brand collaborations.



Slim Jim x Buffalo Wild Wings Chicken Sticks are available in Buffalo Style and Hot varieties.

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Over 95% of the GHG emissions associated with cosmetic fragrance composition can be attributed to the raw materials and production processes necessary to create aroma ingredients.

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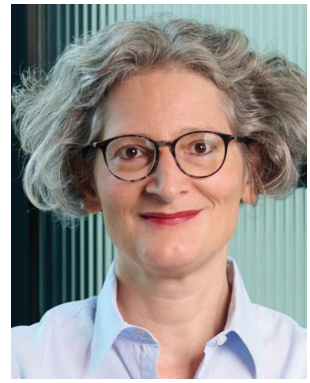
Aroma's Carbon Footprint: The Fragrance Industry's Path to Net-Zero Emissions

Companies aim to achieve substantial reduction targets for GHG emissions throughout the value chain.

BY CORDULA MOCK-KNOBLAUCH, head of sustainability accelerator, BASF; THIAGO SIQUERIA CAIXETA, sustainability accelerator manager, BASF; in collaboration with JOSEP CODINA, head of procurement consumer products, Givaudan; FRANCESCO DAVILA ALOTTO, global environmental sustainability manager SC, Givaudan

The fragrance industry is increasingly committed to sustainability, as demonstrated by the 151 signatories to the IFRA-IOFI sustainability charter. A key indicator of these sustainability efforts is the EcoVadis score: Since 2020, fragrance and flavor (F&F) companies undergoing the assessment have consistently ranked among the top 5%.

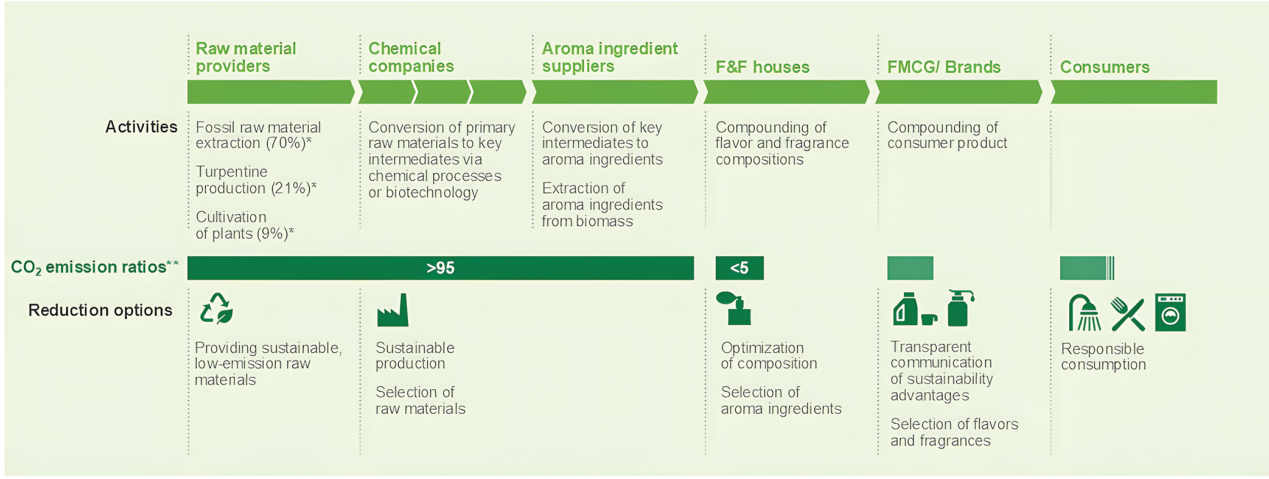
Among the various sustainability topics, reducing greenhouse gas (GHG) emissions is considered the most critical and urgent by F&F companies. This article will explore the strategies available for reducing these emissions, the importance of adhering to industry-aligned accounting rules, and the role of the mass balance methodology.



Cordula Mock-Knoblauch, Head of Sustainability Accelerator, BASF



Thiago Siqueira Caixeta, Sustainability Accelerator Manager, BASF



*Share of raw materials for fragrance ingredients according to A. Frix, Essential Oils and Forest Extracts: Complex, Unique and Vulnerable Industries Facing EU Green Deal, Perfumer & Flavorist, May 2023.

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Sources of GHG emissions along the flavor & fragrance value chain and reduction options.

Courtesy of BASF

GHG Emissions and Reduction Options in the Fragrance Industry Value Chain

To effectively reduce GHG emissions, it is crucial to understand their origins. Over 95% of the GHG emissions associated with cosmetic fragrance composition can be attributed to the raw materials and production processes necessary to create aroma ingredients; less than 5% arise from compounding at fragrance houses. Therefore, significant GHG emission reductions can primarily be achieved in the upstream value chain during raw material production and fragrance ingredient manufacturing.

Publicly available studies indicate a wide range in the Product Carbon Footprint (PCF) of fragrance ingredients. To enhance transparency, BASF has developed a 6-level color and letter scale that classifies aroma ingredients by their PCF. The scale starts from a green A range with a PCF up to 15 kg CO_2e/kg[1], which is estimated to be the average PCF of a fragrance mixture for cosmetics to date, and it leads up to a red F range with a PCF above 500 kg CO_2e/kg.

Aroma ingredients are specialized chemicals that require numerous production steps from primary raw materials, such as coal, naphtha, gas or turpentine. The process often involves steps in the double digits, including separation of side-streams and purification. Optimizing these processes to increase yield and reduce energy consumption is the preferred approach for emission reduction, as it aligns with lowering variable costs for energy and raw materials. However, prior to realizing these benefits, significant investments in research and development, as well as plant modifications, are required.

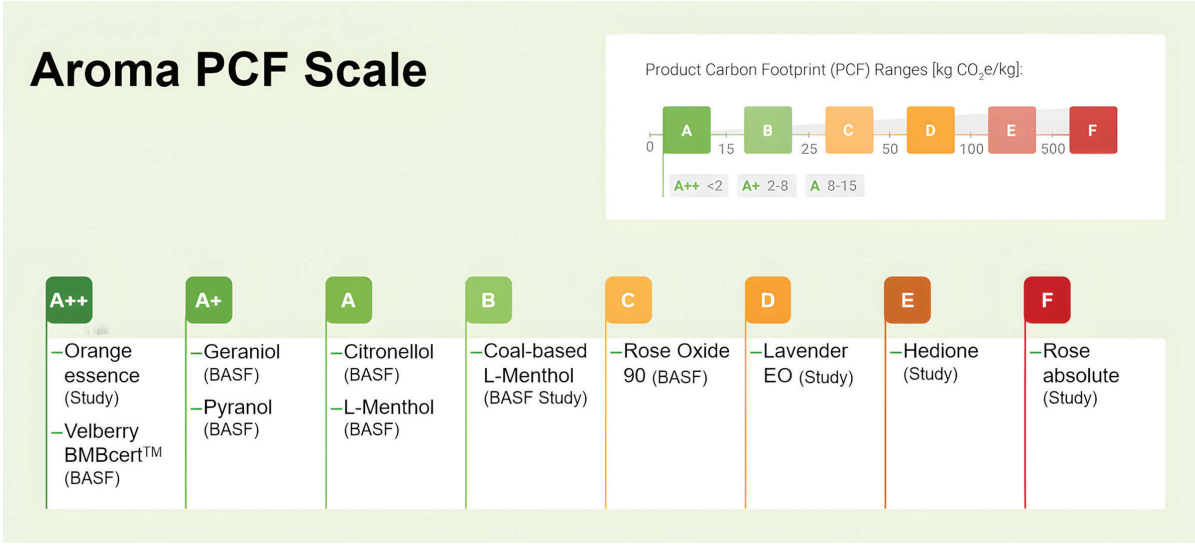
As industrial processes mature, the potential for further process improvements diminishes. Companies thus focus on how the required energy is produced. With growing availability of renewable electricity, companies are investing in wind or photovoltaic parks, signing respective Power Purchase Agreements (PPAs) or purchasing Renewable Electricity Certificates (RECs). However, most of the energy consumed in chemical processes is heat provided in the form of steam.

Decarbonizing steam can be achieved by shifting from fossil to biomass fuels for the boilers or via investment into heat pumps and e-boilers. This process, however, is more costly than decarbonizing electricity and comes with lead times of several years, as the investments into the new equipment must be planned and realized.

Finally, a substantial share of the PCF of a fragrance ingredient stems from the raw materials sourced for its manufacturing. Engaging with raw material suppliers to encourage them to shift to renewable electricity and decarbonize their steam demand is an important first step. Ultimately, however, it is necessary to change the primary feedstock sources to produce fragrances with a PCF towards zero. Coal as primary raw material comes with the highest GHG emissions, and a shift to naphtha and natural gas leads to significant reductions. The final target is to use "renewable carbon[2]", which comprises biomass, recycled feedstock and captured GHG[2].

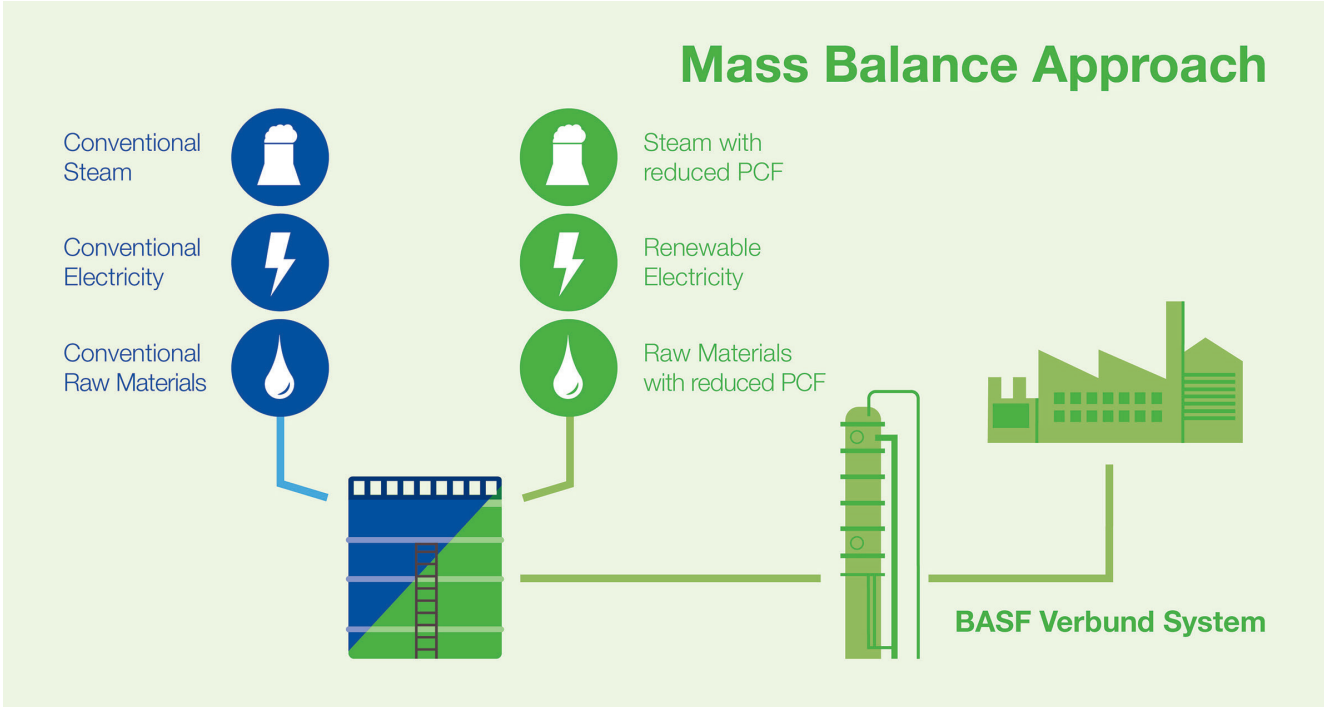
[1] CO_2e: Carbon dioxide equivalent

[2] Definition of renewable carbon by Renewable Carbon Initiative



Examples of aroma ingredients falling into different PCF ranges (publically available data)

Image courtesy of BASF



The PCF reduction associated to the calculation procedure of mass balance products can be assured by a third party.

Importance of Industry-Aligned Carbon Accounting Rules

Implementing reduction measures is crucial, but equally important is the adoption of industry-aligned PCF calculation rules that allows chemical companies to compare PCF data from various suppliers of primary raw materials and intermediates. F&F houses will increasingly consider the PCFs of fragrance ingredients when making their purchasing decisions.

Fortunately, the "Product Carbon Footprint Guideline for the Chemical Industry" by TfS (Together for Sustainability) for the chemical industry provide a standard that fits the industries' specific needs and complies with the relevant International Organization for Standardization (ISO) norms and the cross-industry guidance of the *Partnership for Action on Carbon Transparency*. The adoption of this guideline in the F&F industry is progressing rapidly, as evidenced by the majority of F&F companies using this standard when sharing PCFs of their products with customers.

Role of the Mass Balance Approach

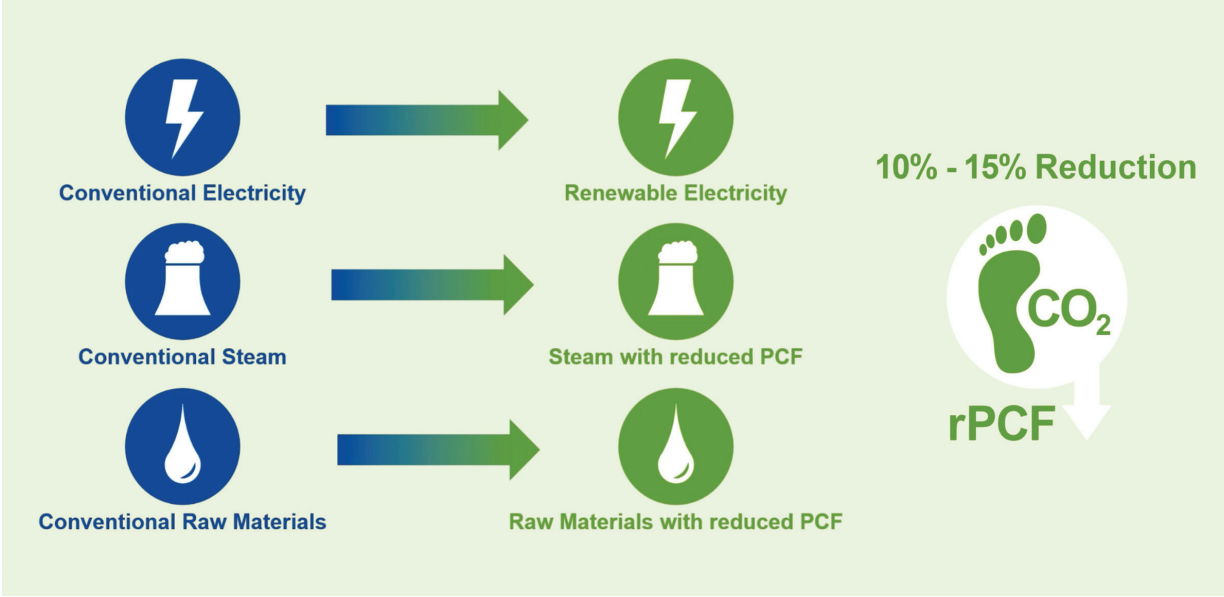
The mass balance approach is key for enabling a seamless transition to low-emission products. Under this approach, certified alternative feedstocks with a reduced PCF or utilities with reduced emissions are mixed with fossil feedstocks in existing production systems. The amount of deployed reduced emission feedstock or utilities is tracked in a booking system and virtually attributed to selected products, resulting in a reduced carbon footprint of that particular end product.

A key advantage of this approach is that it leverages existing, highly-efficient production assets, allowing manufacturers to use their current infrastructure without the need for significant new investments. The scalability of the approach to meet growing market demand further enhances its appeal, accelerating implementation, lowering technical risks and limiting increases in production costs. Importantly, products with a reduced PCF produced via the mass balance approach are "drop-in" solutions, offering identical product quality and performance compared to conventional products. This enables F&F houses to seamlessly incorporate them into their production processes.

Value Chain Collaboration to Foster the Adoption of Fragrances with a Reduced Product Carbon Footprint

BASF and Givaudan provide an example of a successful collaboration between an ingredient manufacturer and a flavor and fragrance house, enabling consumer goods companies to bring products with a reduced PCF to the market. By deploying the measures described above and making use of the mass balance

Image courtesy of BASF



Levers for reducing the greenhouse gas emissions of an aroma ingredient: electricity, steam and raw materials.

approach, BASF has developed a portfolio of aroma ingredients with a reduced product carbon footprint (rPCF). The PCF reduction for these offers is 10-15% compared to the conventional products. The selection of the products for the rPCF portfolio has been supported by feedback from Givaudan.

By utilizing BASF's rPCF products, Givaudan can continue offering innovative fragrance compositions with an exceptional olfactory performance to clients– including a lower product carbon footprint. This is all part of Givaudan's ongoing journey to address its Scope 3 emissions– 88% of which come from purchased goods and services– and particularly supports its efforts around the sustainable procurement of ingredients, where the company continues to accelerate progress.

Both companies are dedicated to expanding their portfolio of offers with a reduced PCF and to further drive the CO_2 emission reduction to eventually achieve net-zero emissions.

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Product Line



A research study outlined a three-factor benefits framework to understand why consumers choose scented household products: functional benefits, in-use experience and emotional benefits.

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MALODOR TECHNOLOGY IS MEETING CONSUMER NEEDS WITH FRESH SOLUTIONS

This roundup of technologies demonstrates how four companies are innovating olfactive technologies to eliminate bad smells and enhance good ones.



BY EMILY LITTLE, Associate Managing Editor, *Perfumer & Flavorist+*

Let's face it: no one likes bad smells, whether in their home or on their body. Scent is often linked to an individual's confidence and self-esteem, and malodors can hinder those qualities. And there's research to back it up.

A study published in the *International Journal of Neuroscience* showed that 65% of the women surveyed reported feeling more confident when they wore perfume[1]. Further, research published in *Cognitive Research: Principles and Implications* outlines a three-factor benefits framework to understand why consumers choose scented household products: functional benefits, in-use experience and emotional benefits[2]. And finally, a study from journal *Brain Sciences* demonstrated that clothes in second-hand stores treated with a fresh laundry scent saw an increase in the amount of money spent by customers than those not treated with a scent booster[3].

"As humans, we instinctively dislike malodors, because on a primal level, we associate them with danger, spoiled food and the like," said Alizée Antoine, R&D marketing manager at MANE. "They continue to play an important role in our everyday lives, impacting our decisions and relationships."

We want to get rid of the malodors as quickly and efficiently as possible. This can mean either covering the bad smell, known as masking, or eliminating the smell altogether, called neutralization.

Enter malodor technology, an important area in a fragrance house's portfolio. These technologies meet consumer demand for better smelling products that help eliminate bad smells, thus making them feel more confident and comfortable.

Perfumer & Flavorist+ tapped industry leaders to learn more about their own malodor technology and how this area is evolving to meet consumer needs.

Givaudan Introduces Reimagined Zap Odor Control Platform

Fragrance and beauty company Givaudan recently reimagined its Zap Odor Control Platform. The Zap platform targets specific malodor problems with dedicated technologies based on regions, climate and consumer needs.

The platform was created in collaboration with the company's perfumers to address five key pillars:

- **DeoZap:** Deodorant odor control solutions to combat sweat and body odors
- **YouZap:** Personal care odor control solutions for hair, body and intimate care
- **FabZap:** Odor control solutions for living spaces
- **HomeZap:** Odor control solutions designed to protect living spaces from environmental malodors, targeting indoor air quality
- **PetZap:** New platform dedicated to pet care odor solutions

Givaudan's malodor research represents the intersection of biology, chemistry, neuroscience and sensory science. The multifaceted approach allows formulators to incorporate several mechanisms into their formulations.

"For formulators, our ZAP technologies offer twenty advanced malodor control solutions that work in different ways to address malodors: prevent malodor formation, eliminate the malodors that form, block the perception of malodors and harmonize to disguise a malodor," said Isabelle Garcia, marketing manager for F&B science and technology. "The technologies can be added directly to the product formulation and support the drive towards more environmentally conscious products and the need to use less water and energy. For consumers, the technologies deliver effective malodor control solutions that transform negative olfactive experiences into positive ones."



Research suggests that fresh scents boost the value of a product, according to a study in Brain Sciences.

MANE Gets Molecular with FRESHPLEX

Launched in 2022, MANE's FRESHPLEX fragrances are made with patented molecules for malodor counteraction. According to the company, this technology can reduce malodor perception by up to 80% in a study.

"Our approach for FRESHPLEX began with screening and identifying proprietary molecules capable of chemically reducing key malodor compounds, namely thiols, amines and acids," said Alizée Antoine, R&D marketing manager. "Subsequent sensory and compatibility testing resulted in a minimum 30% decrease and up to 80% reduction in real-world odors while maintaining fragrance stability and eco-friendly scalability."

These molecules were tested against several malodors down to the molecular level so they can be eliminated rather than masked. In fact, in a hair-specific study, the FRESHPLEX solution cut perceived odors from sweat, cooking and cigarette smoke by 64%, 54% and 52%, respectively.

This technology offers a measurable functional impact while also delivering emotional value to consumers. According to Antoine, modern consumers want fewer products in their routine that do more for them, such as a fragrance that not only smells good but can eliminate bad odors in fabrics, hair, the body and the air.

"In essence, our R&D approach combines scientific innovation with a deep understanding of market olfactory preferences, delivering a product that meets functional and sensory expectations," Antoine said.

Iberchem Prioritizes Sustainability with VernovaPure

Building on its existing technology, Iberchem launched VernovaPure in May of 2024 as a more effective and sustainable option for its customers. This technology includes ingredients that can react with malodor molecules to suppress the smell of the malodor. Plus, the technology is biodegradable, based on the Organization for Economic Cooperation and Developments's definitions and standards of testing.

"Our focus now is to develop and promote technologies which are more sustainable and therefore we developed VernovaPure to be a direct replacement for our older technology, NeoPure," said Iberchem research team manager Manuel Serna. "VernovaPure is biodegradable and has an improved effectiveness against all types of malodors when compared to NeoPure."

Image by JenkoAtaman at Adobe Stock

What also sets VernovaPure apart from other malodor technologies is its integration with Iberchem's existing fragrances, so consumers can get both fragrance and neutralizing benefits in the same ingredient. Further, the company tested the fragrances and malodor technology using both laboratory and in vivo sensory and analytical methods to provide data demonstrating efficacy against different types of malodors.

"This malodor neutralizing technology positions Iberchem as an innovator in fragrance technology solutions as we deliver high-performance, environmentally-conscious fragrances which meet consumers' olfactive expectations," said global applications and technology director Michael White. "I look forward to seeing VernovaPure thrive in a variety of applications and delivering more sustainable, tailor-made fragrance technologies in the future."

Symrise Leverages Partnerships to Find Malodor Solutions

In 2019, Symrise began a partnership with Belgian biotech company ChemCom to enhance its research in innovative solutions against malodors. Together, the two companies can identify aromatic substances that block the receptors of unpleasant odors, which could be applied to Symrise's Neofresh technology platform.

"The cooperation with ChemCom will help us expand our Neofresh range with specific blockers that effectively combat bad odors," said Dr. Marco Singer, head of fragrance performance at Symrise. "This is a unique approach and can be combined with our fragrances with outstanding results."

Symrise's Neofresh technologies encompasses four different areas:

- Preventing bad odors (anti-microbial cosmetic ingredients)
- Intercepting or neutralizing bad odors in the air
- Embedding bad odors into a different fragrance context
- Suppression of odor perception at the receptor level

The company later launched its Neofresh Air Sport Skin+Fabric solutions in 2021. This technology combines the function of a deodorant and the benefits of fragrance to shield both skin and clothes from malodor after a workout. Available in a spectrum of scents, the Air Sport Skin+Fabric solution offers three unique benefits: counteraction of sweat malodor, prevention of residual sweat malodor transfer onto clothing stimulation of sport-proof, fresh fragrance. This technology was developed in partnership with the Monnell Chemical Senses Center, an independent research institute focused on sensory science.



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Malodor technologies meet consumer demand for better smelling products that help eliminate bad smells, thus making them feel more confident and comfortable.

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What Does Wellness Taste Like?

Q&A with ADM's Flavors & Citrus Global Senior Director of Product Marketing

ADM's 2025 Consumers Associations with Wellness report gives insight into how we interpret wellness when buying foods and beverages.



Consumers consistently associate specific colors with key wellness benefits.

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Most consumer surveys related to food and beverage purchases list "health and wellness" as a top priority. Globally, people are seeking ways to enhance their overall well-being through what they eat and drink. In fact, flavor company ADM lists ten key health areas that are driving today's wellness trends:

- Immune Function
- Hydration
- Digestion
- Weight Management
- Energy
- Cognitive Health
- Heart Health
- Bone Health
- Women's Health

ADM's 2025 Consumers Associations with Wellness report details the flavors, colors and ingredients that shoppers perceive to be the most healthy. These insights can help flavorists and product developers leverage consumer perception when creating new formulas that are healthier and tastier.

Jennifer Zhou, global senior director of product marketing for flavors and citrus at ADM, spoke with *Perfumer& Flavorist+* about the findings of the study and how it can apply to the food and beverage industry.

What types of foods/beverages are typically associated with wellness?

Jennifer Zhou [JZ]: As consumers proactively incorporate wellness goals into their daily routines, they are becoming more intentional about buying foods and beverages with functional ingredients. In the U.S., common choices to support health include hot beverages (77%), savory snacks (74%), juices (69%), dairy-based milk and yogurt (68%) and sweet snacks/bars/desserts (67%)[1].

For example, yogurt is often associated with support for digestion, while dairy, milk and cream flavors are frequently linked by consumers to supporting bone and joint health[1]. Additionally, both sweet and savory snacks usually include wholesome ingredients – such as extra protein, fiber, nuts, seeds and botanicals – to boost consumer appeal.

Why do you think orange as a flavor is associated with functional flavors?

[JZ]: Wellness associations with orange flavor are enduring since fresh fruit is an excellent source of vitamin C. The vibrant, zesty notes of orange are a natural pairing for energy drinks and refreshing hydration beverages. Orange also plays well with vanilla, creating comforting, dessert-like offerings such as yogurt smoothies and soft-baked bars.

Additionally, orange is a familiar and versatile flavor, making it easily accepted by consumers across a variety of health and wellness applications. From immune support and cognitive focus to digestive support and hydration, orange remains a key flavor in functional foods and beverages as well as dietary supplements[1].



Jennifer Zhou, global senior director product marketing, Flavors & Citrus, ADM

Are there any unexpected flavors that consumers associate with functional foods/beverages?

[JZ]: Our research shows U.S. consumers prefer consistency in ingredients and color associations between foods and supplements. However, there is more opportunity for unique flavors in the food and beverage categories[1].

Interestingly, lemon and pineapple are top flavors associated with focus and cognitive health among U.S. consumers[1]. Tropical flavor profiles are popular in categories like women's health (menopause), energy and hydration, with watermelon also leading in the energy space[1].

Tea flavors are strongly linked to weight management, while blueberry is the top flavor profile in heart health[1]. Although these are all considered mainstream flavors, some are less expected in certain areas of wellness, like passion fruit, an emerging flavor for relaxation and sleep[1].

Image courtesy of ADM

Which categories do you see growing in conjunction with the wellness trend?

[JZ]: Of the ten core areas of health we assessed, global consumers wish to improve their relaxation and sleep the most[1]. Within the U.S., stronger areas of interest are shown in hydration and heart health[1]. As the boundaries between food, beverage and wellness continue to blur, brands have a growing opportunity to create offerings that align with consumers' emotional and physical health goals.

For instance, to support relaxation and sleep, flavors such as dark chocolate, strawberry or passion fruit go beyond the traditional hot beverage format to products like bedtime gummies, bars and yogurt bites.

How does color affect consumer perception of these foods? What colors are most associated with wellness?

[JZ]: Color is a crucial sensory cue that can influence consumer expectations and purchasing decisions even before tasting the product. Consumers consistently associate specific colors with key wellness benefits, making color a powerful tool in product storytelling.

In the U.S., orange and green repeatedly appear in consumers' health and wellness associations, as both are perceived to be colors of vitality and natural wellness. Notably, orange and green each feature in all 10 key health areas we researched[1].

Specifically, orange is top of mind for functional foods and beverages supporting immune health, energy and cognitive health[1]. Green is most frequently associated with digestion and weight management[1]. When seeking support for hydration or relaxation, consumers look for products in shades of blue[1]. Additionally, people link the color red to heart health, white to bone and joint health, and pink to women's health[1].

How can product developers use this type of research to enhance their formulations?

[JZ]: Having access to key consumer insights – both locally and globally – gives product developers an edge in innovating new products that align with consumers' evolving wants and needs. ADM shares such insights with the broader industry, and partners with brands ready to take a holistic approach to developing functional foods and beverages, delivering equally on sensory experiences and wellness benefits.

As an example, our research shows most U.S. consumers are content with the available choices across functional foods and beverages. However, in the category of chocolate confectionery, consumers are open to seeing more variety[1]. A concept like our elevated PB&J gianduja-style chocolate bar might hit the mark – featuring hybrid peanut and pea protein butter, soy crisps and forest fruit "jelly" granules. This high-protein bar could be positioned for bone health support, offering a nostalgic and indulgent experience that provides more enjoyment than a traditional supplement capsule.



The vibrant, zesty notes of orange are a natural pairing for energy drinks and refreshing hydration beverages.

Image by Maria Mikhaylichenko at Adobe Stock

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Lipka spent 31 years working in the flavor industry.



Flavor Reports: Special Edition

US-based moderator Cyndie Lipka bids farewell to *P&F+* readers.

BY CYNDIE LIPKA
Principal flavorist,
Bell Flavors and Fragrances

Dear Readers of the Flavor Report US Edition,

After 46 years of working, of which 31 were in the flavor industry, I have decided to retire. I will be using the exit door on June 13th.

What does this mean for me? Well, certainly lots of feelings. I will have time to spend with my granddaughter who is 8. We will share the summer off and will be able to do lots of fun things. My oldest daughter is off on Wednesdays, so I will get to see her more often as well. My list of places I'd love to travel to and visit will grow ever smaller. It is only by seeing different places and people from all over do you allow yourself to grow and see things in different perspectives that perhaps you had not considered. Everywhere I go, I think to myself, "Would I like living here?" I will be able to get back into watercolor painting. I also figure I will do volunteer work. And let's not forget getting together with my already retired friends!

Photos courtesy of Allured Business Media

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Lipka presented alongside William van Dongen at Flavorcon 2022 in Cincinnati, Ohio.



Bell Flavor & Fragrances principal flavorist Cyndie Lipka teamed up with certified flavorist Michael Morrison to moderate the second session of Flavorcon 2024's Master Class.

What does this mean for you? Well, as you might guess, I am leaving as the panel moderator. I will honestly miss doing these panels, screening raw materials, researching them, evaluating them and then writing about them in an interesting way and trying to weave them into cohesive yet creative thoughts. My personal creative process has always been centered on the raw materials, using these gems in new flavor creations. My advice to you is this: you have access to so many more materials now more than ever. FEMA has given us that. Use the tools. Create beautiful and lovely, authentic and dimensional flavors.

It has been an absolute joy for me to share what I know with you all. And a joy to explore and learn with you all. This I will miss greatly. Look me up on LinkedIn if you are of a mind to.

With tremendous affection,

Cyndie Lipka

Editor's Note: *Cyndie invited me to a tasting panel during my second week on this job so I could see how the process is done. I learned so much from that one session, and it helped give me so much insight into what direction I might take the content. I am so grateful to Cyndie and all of her work for the US-based Flavor Reports column. I wish her the absolute best in her retirement!*

Beginning in 2026, chief flavor chemist Bill Aslanides will take over as moderator of the US Flavor Reports column.

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Axxence	*www.axxence.de/en*	9
BASF	*https://aroma-ingredients.basf.com/global/en.html*	1
Berjé, Inc.	*www.berjeinc.com*	C2
Citrusvil SA/ Grupo Lucci	*www.grupolucci.com.ar*	31
Cohere Beauty	*www.coherebeauty.com*	17
Ernesto Ventos SA	*www.ventos.com*	24–25
Gourmet Ingredients B.V.	*www.gourmet-ingredients.nl*	23
Hangzhou Grascent Co. Ltd.	*www.hangzhougrascent.com*	13
John Wright	*www.johnrwright.com*	21
Mane	*www.mane.com*	7
MG International Fragrance Company	*www.mgessentialingredients.com*	5
Penta Fine Ingredients, Inc.	*www.pentafineingredients.com*	C4
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- FEMA 2116 BALSAM PERU RESINOID 50% IN BB EU & US NATURAL
- FEMA 2137 BENZYL ALCOHOL, NATURAL
- FEMA 3420 DAMASCENONE NATURAL
- FEMA 3524 ISONONYL ALDEHYDE
- FEMA 2939 ISOPROPYL CINNAMATE
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