

Flavor Trends 2011

Jumping on the Health Bandwagon

Satisfying consumer demand, not just for flavor, but for health and convenience is a priority for food and beverage manufacturers in 2011. The magic word that will be seen more and more on labels is "natural."

This hot buzzword is a given when discussing botanicals. Health-directed beverages often use exotic flavor concepts because unique flavors tend to compensate for calories. These "sophisticated" flavors include lavender mint, lemongrass mint vanilla and lemon verbena geranium. However, the flavor components of botanicals are volatile and can disappear rapidly when exposed to air, light or heat.

Coconuts have become widely popular, especially in beverages. The Flavor Chemists at Sethness Greenleaf Flavors have developed coconut water and coconut milk flavor formulations for a whole host of applications, including energy drinks and functional waters. Coconut water and coconut milk are ideal sports drinks because of their low calorie profile and high potassium content.

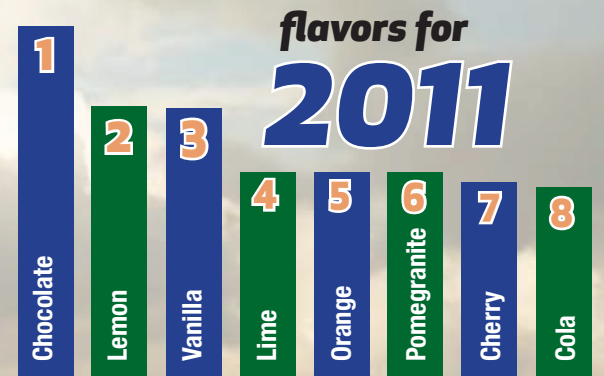
It is functional ingredients that deliver the health potency for consumers. On their own, these ingredients often have an unpleasant taste. It is up to food and beverage companies to find the right balance of flavor and function to be successful. Among the favorite "masking" flavors for nutraceutical ingredients are citrus and vanilla blends. Peanut butter flavors are popular in nutrition bars because of long flavor duration. Chocolate and nut flavors mask protein well. Caramel flavors possess strong "brown" sweet notes that enhance the base of nutrition bars. Orange carambola, lemon meringue, pineapple lulo and grapefruit pummelo work well to mask off-notes associated with omega-3s, CLA [conjugated linoleic acid] and protein.

Pairing classic "comfort" flavors with fruits and herbs or spice flavors in health formulations is also popular. "People want healthier products, but food and beverages that also have indulgent flavors will be the winners" says John Smyth, Vice President of Operations at Sethness Greenleaf Flavors. Flavor combinations have included Dulce de Leche, Chocolate Cinnamon and Cinnamon Pastry and paired flavors such as pineapple-pear, lemon-mint and fruit & ginger. "In general, fruit flavors combined with spicy flavors tend to work well," he adds.

John Smyth, Vice President of Operations at Sethness Greenleaf, is a flavor industry veteran of 33 years, with expertise in all aspects of the business.
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Projected top-selling beverage



HEALTHY RECIPE

Pomegranate Almond Crunch Bar

Ingredients:

- 2 cups old-fashioned oatmeal
- 1 cup sliced almonds
- 1 cup shredded coconut, loosely packed
- 1/2 cup toasted wheat germ
- 3 tablespoons unsalted butter
- 2/3 cup honey
- 1/4 cup light brown sugar, lightly packed
- 1 1/2 teaspoons Sethness Greenleaf Nat. Vanilla Flavor, WONF
- 1/4 teaspoon kosher salt
- 1 cup sweetened, dried cranberries
- 3 t Sethness Greenleaf #8215 Pomegranate Flavor, Nat

Directions:

Preheat the oven to 350 degrees F
Butter an 8 by 12-inch baking dish and line it with parchment paper
Toss the oatmeal, almonds, and coconut together on a sheet pan and bake for 10 to 12 minutes, stirring occasionally, until lightly browned.
Transfer the mixture to a large mixing bowl and stir in the wheat germ.
Reduce the oven temperature to 300 degrees F
Place the butter, honey, brown sugar, vanilla, and salt in a small saucepan and bring to a boil over medium heat
Cook and stir for a minute, then pour over the toasted oatmeal mixture.
Add the cranberries and stir well.
Pour the mixture into the prepared pan.
Wet your fingers and lightly press the mixture evenly into the pan.
Bake for 25 to 30 minutes, until light golden brown.
Cool for at least 2 to 3 hours before cutting into squares.
Serve at room temperature.

This recipe was developed in the Application Kitchen of Sethness Greenleaf Flavors by Greg Kaminski, veteran Certified Chef.
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Consumer Behavior and Demographics Drive Flavor Innovation.

In this fast-paced world, peoples' living habits naturally affect their eating habits and preferences. The growth of global travel and immigration has introduced new flavors to consumers who would not otherwise experience them. This opens up a world of opportunities for food and beverage manufacturers to expand product lines, diversify their product offerings for certain segments of the population and target foreign markets. Other factors affecting demand for new food and beverage flavors are:

- the aging of the "Baby Boom" generation. At the moment energy drinks, foods and snacks target the youth market but they will focus more on getting people through the day at an older age.

- men shopping for the family
- ethics and carbon awareness
- nostalgia and slow food
- snacking and single-item meals
- multi-sensory experiences

Sethness Greenleaf Flavors

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PRODUCT DEVELOPMENT

Sourcing flavor ingredients can't begin too early.

Product developers must contend with many factors that influence how they create new products. Government regulations, health and safety guidelines, cost constraints, and desired marketing claims all play a part in fashioning the exciting products coming from R&D labs and test kitchens all over the globe.

An often overlooked, yet critical one is the availability and sustainability of the raw materials to be used. A new product must consistently be available for long-term success in the consumer marketplace. The ingredients used in the product must also be held to the same standard. Nothing will draw the ire of a brand manager or sales manager and kill a new product introduction like discovering that the ingredients used in the small run plant trials are not commercially available.

This is especially true when working with natural flavor compounds and flavoring materials derived from natural sources. These materials are often created from plants sources (fruits, nuts, herbs) that are subject to the unpredictability of supply due to crop yield. Increased world-wide demand for the fresh product has also decreased the availability of some of these materials for ingredient processing.

The flavorists and procurement group at Sethness Greenleaf Flavors work closely with a world-wide group of suppliers to ensure that the natural and synthetic flavoring materials used in their flavors are commercially available, that the base materials are sustainable, and that there is a stable source (at least two certified suppliers) of supply. S-G flavorists will advise product



developers of potential supply issues with desired raw materials and suggest alternative ingredients that will satisfy the product requirements for flavor profile, production performance, and value.

The greatest flavor is of no value if it cannot be supplied on a consistent basis, or at all. Contact your Sethness Greenleaf Flavors Sales Representative for more information or call toll free **1-800-621-4549**.

FLAVOR CHEMIST PROFILE

Bill Aslanides

Bill Aslanides has been a valuable member of the Sethness Greenleaf Team since 1993. Among his many achievements is the development and fulfillment of flavors used in multitudes of products across the globe. While highly skilled in all areas of flavor creation, Bill has a particular expertise in creating innovative flavors for the alcoholic beverage industry. He also has extensive experience in the development and application of beverage emulsions.



Bill earned a Master's Degree in Food Science from the University of Illinois and is a professional member of IFT and the American Chemical Society. In addition, he is accredited in HACCP from several governing bodies.

Bill and his wife, Andrea are the proud parents of daughters Joanna and Sophia.

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Industry Meetings and Conferences

SNAXPO 2011
March 20-23, 2011
Orlando, Florida

**AIB Bakery Ingredients:
Functionality and Formulation**
April 4-8, 2011
Manhattan, Kansas

**Flavor and Extract Manufacturers Association
Annual Convention**
May 1-4, 2011
Palm Beach, California

Supplieside East
May 2-4, 2011
Secaucus, New Jersey

**National Restaurant Association
Restaurant Show**
May 21-24, 2011
Chicago, Illinois

IFT Annual Meeting & Food Expo
Jun 11-15, 2011
New Orleans, Louisiana



FEATURED FLAVOR

Is it really called Yumberry?

This superfruit is on everyone's list of hot flavors for 2011 and Sethness Greenleaf Flavors has it! Yumberry is relatively new to the North American palate but it has been popular in China for over 2000 years. Yumberry is actually the commercialized name for Yang Mei, also known as Chinese Bayberry, Japanese Bayberry, and Red Bayberry. This round, brightly colored fruit is not really a berry but is a stone fruit (drupe) like a cherry. Purple, red, and pink varieties are the most common colors.

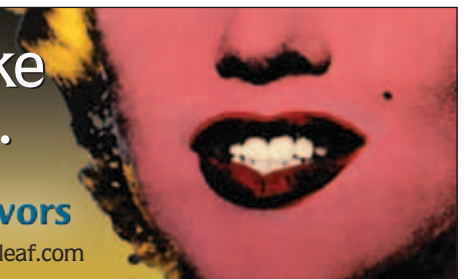
The fruit is eaten raw or is processed into juice and puree. Yumberry has a flavor profile similar to pomegranate but with a sweet-tart zing. The flavor pairs very well with other superfruits such as pomegranate, acai, cranberry, and blueberry. It also adds an exotic note when blended with familiar fruit flavors like raspberry, strawberry, and mango. Popular applications include juices, liqueurs, wines, bar mixes, functional beverages, fruit preps, confections and frozen desserts.

Sethness Greenleaf Flavors has created an assortment of Yumberry flavors that are perfect for your new product. They are available in both natural and cost-effective natural & artificial blends. Contact your Sethness Greenleaf Flavors representative to request a sample or send us an e-mail at info@sethnessgreenleaf.com

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the world smile.

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Volume 2, Issue 1

The
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