

The Flavor Formula

FONA International is pleased to announce the release of "The Flavor Formula," a periodic news piece bringing you the answers you need, before you know you need them.



Narrowing the Options – Screening Tips

Applying a flavor to your finished application is the best way to evaluate a flavor for profile, level, and stability. Unfortunately, this is not always practical in the beginning stages of a project, when you are inundated with choices and short on time. So how do you narrow the options without using the unreliable "sniff-the-bottle" test? [We have some suggestions...](#)



What's Next in Flavor Trends?

Need to stay on top of what's hot? We invite you to browse the Icons section of our 2007 Flavor Trends publication to see our responses to the quintessential question of [what's next in flavor trends](#).



Understanding "Natural"

With the growth of label claims such as All Natural and 100% Natural, we've prepared a brief update on the status of [the definition of "Natural"](#) to keep you ahead of the curve.



Sharing our Knowledge

We invite you to join the 5,000 graduates who have trusted our industry-renowned Flavor University® programs to bring them up to speed on all aspects of flavor, from creation to application to manufacturing. Registration for our seminars, including our new ["Top 10 Challenges of Flavor"](#), is open now.



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Narrowing the Options – Screening Tips

Applying a flavor to your end application is the best way to evaluate a flavor for profile, level, and stability. Unfortunately, this is not always practical in the beginning stages of a project, when you are inundated with choices and short on time. So how do you narrow the options without using the unreliable “sniff-the-bottle” test? Let us help.

We suggest screening for profile first by setting up the flavors in a tasting medium. This technique will help you get a true impression of the flavor’s profile without going to the point of applying every option to your finished product. Once you have narrowed your choices to those flavors that meet your desired profile, you can proceed with a thorough battery of tests to determine level and assure stability.

Included below is a matrix of flavor types and the tasting medium we suggest for initial tasting.

Type of Flavor	Tasting Medium	How to Make Tasting Medium
Sweets 1 (water soluble)	8% Sweet Water (SW)	Dissolve 8 grams of sugar into 92 grams of distilled water. Stir.
Sweets 1 (oil soluble)	High Fructose Corn Syrup (HFCS)	Mix flavor well in the HFCS.
Sweets 2 (water soluble)	8% Sweet Acid Water	Dissolve 7.9 grams of sugar and 0.1 grams of granulated citric acid into 92 grams of distilled water. Stir.
Sweets 2 (oil soluble)	HFCS (acidified)	Add 0.10 grams Citric Acid to 99.9 grams HFCS
Savory 1 (water soluble)	0.20% Salt Water	Dissolve 0.20 grams of salt into 99.8 grams of distilled water. Stir.
Savory 2 (water)	100% warm (120° F) distilled water	Mix flavor well.
Savory 1 & 2 (oil soluble)	Any type of non-flavored oil	Mix flavor well.



[What's Next in Flavor Trends?](#)

[Understanding “Natural”](#)

[Sharing Our Knowledge](#)

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Sweets 1 = almond, anise, banana, brown sugar, bubble gum, butterscotch, butter vanilla, cake, caramel, chocolate, cinnamon, coconut, coffee, cookie, cream, egg nog, fudge, graham, honey, licorice, liqueurs, maple, marshmallow, milk*, mocha, molasses, peppermint, prune, pumpkin, raisin, red hot, root beer, spearmint, toffee, vanilla, wintergreen

Sweets 2 = apple, apricot, berry, blueberry, blackberry, boysenberry, cherry, citrus, cranberry, fruit punch, grape, grapefruit, guava, kiwi, lemon, lemon-lime, lime, mango, melon, orange, papaya, passion fruit, peach, pear, pineapple, plum, raspberry, strawberry, tangerine, watermelon, tropical fruits

Savory 1 = beef, butter*, buttermilk*, cheese*, fish, poultry, mushroom, peanut, taco, tomato, garlic, onion, bacon, sausage, ham, pepperoni, pizza, potato, nuts

Savory 2 = barbecue, bread dough, clove, cucumber, carrot, corn, broccoli, eucalyptus, herbal, liquors, pepper, smoke, sour cream*, wine

*Note that dairy product flavors, such as butter, buttermilk, milk, cheese, sour cream, and yogurt, can also be tasted in milk.

Do you need an even faster way to get to the best flavor? Let us do the work! Talk to your account executive about sending your base to our solutions teams today.



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What's Next In Flavor Trends?



In the flavor industry, assertions about trends can sometimes seem heavy on the intangibles and light on data. To fill the gap between theory and fact, FONA International developed the Flavor Radar®, a flavor-mapping methodology that trends flavors from a novel idea to an everyday pantry staple.

FONA's Flavor Radar® is the perfect mix of current data points from industry-renowned databases and in-depth analysis on how a flavor trend is affecting the food industry. By combining a comprehensive set of indicators—including restaurant menus, new product introductions, and print media data—with FONA's expert analysis, FONA can assure that answering the quintessential question of "what's next" will no longer be a matter of speculation.

We invite you to browse the results when we applied our Flavor Radar® methodology to the area of iconic flavors—the untouchable favorites.

Icons Plus

In the world of flavors, there are several icons—the untouchable favorites.

These include flavors such as chocolate, vanilla, orange, cherry, lime, and strawberry. Broadening the classics, however, is an ensemble of varieties or preparations that offer consumers a familiar but fascinating experience.

Examples of these Icons Plus include a range of flavors from the familiar French vanilla to novel ingredients, such as Saigon cinnamon.

The proliferation of these flavors is fueled by the increased flavor complexity and variety demanded by the premiumization of the food and beverage market, the increased competition among food and beverage companies to distinguish their products in the market, and the increased influence of culinary arts on mainstream consumer attitudes.

Novel

Saigon Cinnamon

Saigon cinnamon, also known as Vietnamese cinnamon, is closely related to cassia, and is known for its darker and more powerful taste. During the decades of strained relations between the United States and Vietnam, Saigon cinnamon was limited by trade restrictions. Since improved relations have made it more readily available to U.S. chefs and consumers, it has taken on new life as a premium ingredient.

Tahitian Vanilla

Vanilla, the only edible form of orchids, originated in Mexico, but has since been grown in countries across a tropical band. Tahitian vanilla originates from the



[Narrowing the Options—
Screening Tips](#)

[Understanding "Natural"](#)

[Sharing Our Knowledge](#)

[Request Info](#)

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Mexican planifolia stock, but has since mutated to a distinct species. It is sweeter and fruitier than Mexican and Bourbon vanillas.

Muscat Grape

Muscat is an ancient family of grapes with several varieties, of which the Muscat Blanc is the most widely used. The Muscat variety of grape is largely used for wine and raisins, although in some regions, Muscats are also consumed as table grapes. Though ranging in taste among varieties, Muscat grapes are known for their intense, aromatic, and sweet taste.

Up-and-Coming

Blood Orange

The name “blood orange” was inspired by the intensely red color of its flesh. They are also known as Sicilian oranges, named for the plant’s point of origin. There are three varieties of blood orange: Tarocco, known for its sweetness and milder red coloring; Sanguigno, which was discovered in Spain and has a “full-blooded” color; and Moro, a more recent and popular variety, now grown in the United States.

White Peach

White peaches have a creamy-colored skin often accented with streaks of pink. They are sweeter than yellow peaches with less acid to overwhelm the natural sweetness. While white peaches have been available to consumers for decades, their recent popularity as a fresh fruit and in beverage products has increased the production of white peaches.

Pink Peppercorn

We see pink peppercorns contrasted against the black, green, and white varieties in a pepper mill blend; however, pink peppercorn is not a peppercorn at all. It is actually a berry from a small tree native to Brazil. Pink peppercorns do have a peppery taste, but provide less heat than real peppercorns, instead possessing a slightly fruity taste. Broadening from their use as a spice, pink peppercorn is featured in upscale salad dressings and prepared sauces.

Mainstream

Concord Grape

Named for the American Northeast region where it originated, Concord grape is widely recognized for its use in grape jelly and grape juice. Concord grapes were overshadowed for some time by milder and less-staining grape varieties. However, the anti-oxidant content of Concord grapes has revitalized their use.

Wild Strawberry

The wild strawberry, also known as the woodland strawberry, is known for its smaller size and more robust flavor. Wild strawberries are hard to find fresh, as the garden strawberry is more popular. There are some wild strawberries still cultivated for their gourmet appeal.

Pink Grapefruit

Grapefruit is a hybrid of pomelo and the sweet orange. Pink grapefruit refers to the degree of pigmentation in the flesh, which often corresponds to the levels of tartness and sweetness.

Everyday

French Vanilla

French vanilla is not a type of vanilla, but refers to a preparation of ice cream custard base using vanilla pods. French vanilla flavors combine the custardy and creamy notes with a vanilla profile in modeling its inspiration.

Key Lime

Made famous in key lime pie, key limes are also known as Mexican or West Indian limes. They are smaller, greener, and tarter than traditional limes.

Dark Chocolate

Dark chocolate is distinguished by the concentration of chocolate liquor and the percent of cocoa solids. It has a more intense, sometimes bitter taste. Though long appreciated by many, dark chocolate recently surged in popularity, due to the associated health benefits and anti-oxidant claims. Chocolate, like wine and coffee, has its connoisseurs, creating even greater attention for dark chocolate varieties.

This information was first published in our 2007 Flavor Trends book distributed at the 2007 National IFT Food Expo in Chicago. For a copy of the complete book, which explores Asian, premium, and health & wellness inspired trends—in addition to icons—please send your request to info@fona.com.



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Understanding "Natural"

Consumer demand for products labeled as natural soared to \$28.2 billion in 2006, according to the *Nutrition Business Journal*, despite the lack of an official definition of "natural" from the FDA. Industry has come to rely on the USDA's Food Safety and Inspection Service (FSIS) definition of "natural" as "a product containing no artificial ingredient or added color and is only minimally processed (a process which does not fundamentally alter the raw product)." However, as recent news articles have brought to light, interpretations of "minimally processed" can sometimes differ significantly, resulting in ugly accusations and even lawsuits.

When faced with regulatory ambiguity, adopting a conservative interpretation of the law is often the safest route to compliance. While the official definition of "natural" is still somewhat contentious, there are basic guidelines you can use to make certain your flavor is designed to meet your finished product claims. We've prepared a brief guide to help you on your next "natural" project. We encourage you to work with your account executive and our regulatory department to ensure that the unique needs of your product, company, industry, and market region are considered.



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Flavor	US FDA Flavor Designation	Flavor Ingredients
Natural Flavor	Natural Strawberry Flavor	All flavor ingredients fit the FDA definition of natural listed below**. Contains strawberry essence or juice. May contain artificial solvents or additives.
100% Natural Flavor or All Natural Flavor (not FDA regulated)	Natural Strawberry Flavor	All flavor ingredients fit the FDA definition of natural. Contains strawberry essence or juice. Does not contain artificial solvents or additives.
Natural WONF Flavor	Strawberry Flavor Natural WONF	All flavor ingredients fit the FDA definition of natural. Contains strawberry essence or juice. Also contains natural botanicals or essential oils from other natural sources. May contain artificial solvents or additives.

Natural Type	Natural Flavor Strawberry Type	All flavor ingredients fit the FDA definition of natural. Contains no strawberry essence or juice. May contain artificial solvents or additives.
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**FDA Definition of Natural: Essential oil, oleoresin, essence or extractive, protein hydrolysate, distillate, or any product of roasting, heating or enzymolysis, which contains the flavoring constituents derived from a spice, fruit or fruit juice, vegetable or vegetable juice, edible yeast, herb, bark, bud, root, leaf or similar plant material, meat, seafood, poultry, eggs, dairy products, or fermentation products thereof whose significant function in food is flavoring rather than nutritional. CFR 101.22 (a)(3)

For information about our Organic, Organic Suitable, Halal, Kosher, and All-Natural flavor offerings, we invite you to contact your account executive or contact our sales service department at 630.578.8600.



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FONA International is pleased to announce the debut of a new Flavor University® offering, created to help you overcome the "Top 10 Challenges of Flavor." Suitable for product developers from all segments of the food and beverage industry, this class pairs our expert staff with our twenty years of product-development experience to bring you the strategies, tips, and techniques you need to help you address the Top 10 Challenges of working with flavor!

This one-and-a-half-day course is held at our state-of-the-art headquarters in Geneva, Illinois. It begins at 1:00 p.m. on day one, continues through an early dinner, and then reconvenes from 8:30 a.m. to 4:00 p.m. on day two.

For more information on Flavor University and course offerings or to register, visit www.flavoruniversity.com.



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