

spark<sup>®</sup>  
IGNITES CREATIVITY  
INSPIRES SENSES

# FLAVOR STORY



 Bell



# THE ORIGIN OF IMAGINATION

The Spark trends platform at Bell is the origin of imagination. It's the source of what's possible. It's the essence of creativity and the future of what's to come in the flavor and fragrance industry. It's your guide to what's next and what will be seen by the everyday consumer.

This year's Spark predictions have the foundation to excite, enliven, and ignite creativity. Our Spark program is sure to fuel creative ideas for new product development efforts that will deliver stimulating flavor and fragrance profiles that delight the consumer palette and invigorate any brand's presence.







# **RARE & ENDANGERED**

## **AUTHENTIC INGREDIENTS, SUSTAINABLE PROCESS**

Consumers are constantly seeking out the rarest and most authentic ingredients, but doing so with a new found sense of sustainability and care for the future that hasn't been seen in previous generations. Whether a lost tradition, or ingredients at risk of extinction due to environmental or human causes, this trend looks at the importance of protecting the world's resources and preserving it's authentic flavors in the process.

### **OUR RARE & ENDANGERED FLAVORS**

Aged balsamic  
Aleppo chili  
Avocado  
Banana

Jesuit pear  
Kona coffee  
Manuka honey  
Matsutake mushroom

Saffron  
Truffle  
Yubari melon  
Yuzu







# EVOLUTION OF HEALTHY

## HEALTH, MIND, AND PERFORMANCE

The evolution of healthy is not only paying attention to what consumers eat, but how and why they do it. People are more conscious than ever of the effects their diets have on their total health (mind, body, and performance). The

idea of eating has transformed from an act of simply satisfying hunger to a holistic experience identifying the interconnections between specific lifestyles and the effects they have on overall wellness, the supply chains feeding them, and ultimately, the environment.

### OUR EVOLUTION OF HEALTHY FLAVORS

Beets  
Bone broth  
Dates  
Ghee

Ginseng  
Hibiscus  
Matcha  
Nori

Oat milk  
Sage  
Turmeric







# THE WELL-TRAVELED KITCHEN: **SOUTHEAST ASIA**

## **GEOGRAPHICAL BOUNDARIES**

Many Southeast Asian countries merge in the use of aromatic ingredients such as coconut milk, fragrant rice, pungent fish sauce, powerful chilies, and flavorful herbs. Geographical boundaries mean nothing to the senses as flavors travel from one country to another. The history of this region allows for a rich exchange of ingredients and culinary techniques that is unseen anywhere else on the globe. This trend celebrates and explores the diversity between each country's culinary traditions and natural resources being applied in their use of spices, the art of balancing sweetness and heat, and cooking techniques.

### **OUR SOUTHEAST ASIAN FLAVORS**

**Galangal**  
**Makrut lime**  
**Mangosteen**  
**Pandan**

**Birds eye chili**  
**Coconut milk**  
**Curry leaf**  
**Fish sauce**

**Pomelo**  
**Sambal belacan**  
**Tamarind**  
**Thai basil**







# THE GATHERER

## FORAGING CONNECTIONS

Foraging is one of the oldest human activities. It allows the appreciation and respect for the environment including the soil, the sunshine, and the rain that helps to grow the flora that is gathered for consumption. Harvesting wild plants, seeds, and berries provides many things to humans, but the most noticeable is a way to eat fresh, micro-nutrient dense food in a conscious manner. This trend explores the foundations of what people eat and provides a new vision on the way food is and can be sourced.

### OUR GATHERER FLAVORS

Elderberry  
Elderflower  
Huckleberry  
Dandelion

Juniper berry  
Wild blueberry  
Garlic scape  
Pine needle

Sunflower  
Sweet corn  
Wild fennel frond  
Lingon berries







# BREAKING BOUNDARIES

## FROM TABOO TO STANDARD

As society continues to evolve their mindset, what was once seen as a sub-culture is now being viewed as a social norm. Cannabis, once illegal, is now permeating all areas of society, from medical to culinary through an ever-growing number of CBD and THC based products. This platform focuses on the social, fantasy, and escapism aspects that surround the cannabis culture and the factual, beneficial, and healing benefits it delivers in order to showcase new perspectives on a subject that was once taboo to discuss.

### OUR CANNABIS & TERPENE FLAVORS

Apple jack strain  
Blackberry kush strain  
Blue dream strain  
Cali cure strain

Cannabis type flavor  
Forbidden fruit strain  
Hemp type flavor (Citrus)  
Hemp type flavor (Floral)

Hemp type flavor (Skunky)  
Hemp type flavor (Vegetal)