

FLAVOR STORY





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.





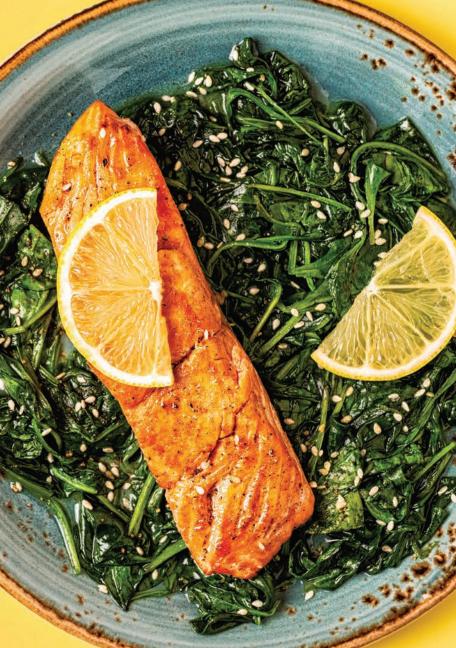


AUTHENTIC INGREDIENTS, SUSTAINABLE PROCESS

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





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





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





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 florae 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





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)