



MEDIA RELEASE

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Bell Flavors & Fragrances EMEA releases range of EU-organic certified flavours for beverages

Delivering solutions for the changing EU regulations on organic food products, Bell Flavors & Fragrances EMEA launches a range of organic certified flavours and beverage compounds enabling manufacturers to keep their organic labelling. The portfolio further aims to support product developments based on solely organic certified raw materials while providing characteristic and reliable taste properties.

Changing EU regulations

In view of the ever-growing demand for organic food products on a global scale, legislations are constantly adapting. The new EU-Regulation (EU) 848/2018 applying for organic-certified products from January 1st, 2022 will lead to a change in the raw materials and flavourings allowed to be used in organic-labelled products. Following the new legislation, only natural x flavourings (95/5) or flavouring preparations are allowed to be incorporated in organic food. In order to keep the organic certification within end products, they are therefore only allowed to contain organic suitable or organic certified natural source flavourings or extracts. As only a maximum of 5 % non-certified ingredients within product formulation is allowed, organic certified flavours or extracts are mandatory in product categories with high flavour dosages, such as beverage compounds, seasonings and others. This bears challenges for the affected categories, being at risk to lose their organic status, while at the same time manufacturers need to reformulate their existing product range to comply to the new regulations.


Providing organic certified flavours to overcome regulatory challenges

In order to deliver a comprehensive portfolio of flavours fitting market needs and growing consumer demands for organic products, Bell EMEA has carried out an organic certification for its European site. Having been effected with great efforts, this investment reflects Bell's increased technical expertise in all aspects of organic flavour creation, sourcing, production technology and regulatory proficiency. Hence, Bell's organisational structure ensures compliance of its production methods with the new EU organic regulations while adhering highest quality based on carefully selected raw materials and a strong commitment to responsible sourcing.

With a new designed range of organic certified natural source flavours and beverage compounds, Bell enables beverage manufacturers to meet the new EU organic regulations while delivering authentic taste properties such as orange, lemon, apple, lime or cola, among others. The range further aims to add value for manufacturers and brands that are highly committed in sourcing solely organic-certified raw materials and claiming to provide market products based on exclusively organic ingredients.

Agneta Hoffmann, Manager Marketing Flavours explains: "With investing in organic certified product solutions, we are not only supporting our customers in developing EU-compliant organic products. We are further reflecting Bell's ambition to target consumer's health & wellness aspirations and to provide our customers with opportunities to engage with broader target groups while increasing their brand's own value."

Delivering comprehensive support in product formulation and regulatory compliance, Bell EMEA further offers a portfolio of organic suitable natural source flavourings (95/5) and extracts for beverage applications. At the same time, the range of organic certified products is set to be expanded into other categories including snack seasonings and sauces.



In order to target organic needs on a global scale, Bell further comprises a certification of the US facility in Northbrook and the Canadian facility in Brossard (Montréal) for the production of organic certified flavours. The US portfolio includes over 100 flavours from liquid compounding, spray dry, and dry blend manufacturing areas, all compliant to USDA-regulations.

Growing market dynamics for organic food

Organic food products have seen a high level of growth in recent years, which can mainly be attributed to an increasing consumer interest in naturalness, transparency and clean labelling as well as growing environmental concerns. Based on the growing health-consciousness of consumers, the global market for organic food products is projected to expand at a CAGR of 11%, surpassing a value of \$ 220 billion by 2024 (data: Research & Markets). The European Union thereby represents the second largest market, following the US. About 16% of all new food and drink launches in Europe carry an organic claim (data: Mintel GNPD, NPD launches 01/2017-09/2020). In retail business, organic represents one of the major growth drivers, helping to generate shopper loyalty and category growth.

Next to seasonings, bakery products, snacks and dairy products, non-alcoholic beverages are among the top categories majorly focusing on organic claims and ingredients. Thus, providing manufacturers with challenges when reformulating their existing products.

About Bell Flavors & Fragrances EMEA:

Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customers' attention.

Bell Flavors & Fragrances – get in touch with taste!

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