



IGNITES CREATIVITY • INSPIRES SENSES

spark[®]
IGNITES CREATIVITY
INSPIRES SENSES

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OUR EXPERTISE

A Tradition of Discovery

When it comes to identifying the next generation of Spark Trends, Bell commands more than 100 years of experience as an innovative driver in the flavor, fragrance and botanical industries.

Service is the Foundation

Bell continues to succeed as a family-run business, growing year over year on a global scale while maintaining the core values of a family; most of all trust, communication, and mutual support.

People: Our Most Valued Asset

Bell's biggest assets are our people. Our Flavorists and Food Scientists as well as Perfumers and Applications teams create a culture of excellence that allows us to innovate for our customers.

A Thirst for Consumer Insights

We take value-added innovation to the next level with our unrivaled sensory and marketing collaboration using the proprietary OlfactivDNA platform. As a result, we can leverage unique data to identify on-trend flavors and fragrances.

Inspired by the Details

Our global teams look anywhere and everywhere for inspiration. Each Spark Trend is quantified and vetted to assure it resonates with consumer mindsets while complying with current guidelines covering all stages of production, processing, and distribution.



THE ORIGIN OF IMAGINATION

Since 2015, Bell's Spark Trends platform has provided the origin of imagination. It's the source of what's possible. It's the essence of creativity and the future of influential trends in the flavor and fragrance industries. Spark provides a unique one-stop guide to what's next in today's rapidly changing consumer landscape.

Bell's Spark platform provides answers to questions arising year over year: How are consumer demands changing? What are the next big flavors, fragrances and botanicals? And how can our customers deliver on-demand products consistently amidst disruptions on a global scale?

To answer these questions, we look at the current cultural and personal mindsets to determine the foundational behaviors that are driving consumers' everyday actions. Our experts combine this deep understanding with comprehensive knowledge of the global culinary influences, market dynamics and innovations that are shaping the future of flavors, fragrances and botanicals.

TREND EVOLUTION

While consumer Macro trends are foundational to consumer behaviors and tend to remain consistent over time, they do tend to evolve. Bell's global Spark Trends have morphed but continue to touch on all areas from overall wellness to reward and indulgence. They continue to focus on paying it forward to mother earth and finding the connections between cultures and people as we witness the evolution of how consumers engage with each other in both the physical and new virtual world.

ESCAPISM

New Realities Through The Senses
+ TOGETHER APART
New Concepts Of Togetherness

We've gone from dreaming of an escape from reality by chatting on the phone to virtual celebrations to being able to experience just about anything via technology.



NEW HORIZONS

The Union of
Imagination and
Technology

WELL BALANCED

A New Lens of Optimal Holistic Health

Necessities and priorities in holistic health have expanded from simple physical health to mental health and selfcare.



A BETTER ME

A Health-Forward Look
at the Best You

FINDING SILVER LININGS

Treating Ourselves with Reward and Delight

For the longest time we were looking for the silver linings, the everyday things that make us happy. Now, we are giving ourselves the permission to unapologetically indulge.



360° REWARDS

Tantalizing Curiosities
and Permissible
Indulgences

GLOBAL CONSCIOUSNESS

Pay it Forward to Mother Earth

Individual cultural and environmental responsibilities have evolved into a global connection by difference.



TREE OF LIFE

United by Cultural Roots

NATURE R*EVOLUTION

The New Dawn
of 'Green' Innovation

MEET OUR GLOBAL SPARK TRENDS

Bell's Spark Trends platform continues to track five key consumer Macro Trends that are impacting consumers today and in the future. These Macro Trends, collectively identified by our global marketing teams, represent the core behavioral values shared by all humans.

On a global scale as we move into another year of change, Bell's Spark Trends uncover various ways in which consumers are responding to these current cultural shifts. Travel and real-life excitement are back on the menu as consumers pursue New Horizons of exploration in both the physical and virtual worlds. Reinventing health and personal wellbeing are also on the rise. Moving forward, consumers demand new and sustainable ways to connect with nature, optimized by 'green' innovation. They increasingly seek sensorial experiences rooted deep within authentic cultures while looking for that extra 'spark' to find rewards right here, right now.

**NEW
HORIZONS**
The Union of
Imagination and
Technology



**NATURE
R*EVOLUTION**
The New Dawn
of 'Green' Innovation



A BETTER ME
A Health-Forward
Look at the
Best You



**360°
REWARDS**
Tantalizing Curiosities
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Indulgences



TREE OF LIFE
United by
Cultural Roots





NEW HORIZONS

The Union of Imagination and Technology

A new era is on the horizon for humankind. World exploration is officially reloaded as the urge to resume travel and find sensorial experiences is more powerful than ever. Consumers look for integrated dining concepts featuring high-intensity food pairings and welcome the novelty of exclusive fragrance notes and exotic botanicals. Supporting this trend, the evolution of technologies such as the World Wide Web 3.0 allows for blending the realms of physical and digital experiences in unprecedented ways through 'phygital' formats.

This new union of imagination and exploration opens a world of possibilities. Brands and businesses create captivating realities every day and the quest for discovery emerges as a constant state of mind. Consumers are looking to engage through the senses either via the transportive power of technology or by visiting 'IRL' dining or festival destinations in pursuit of unexpected fusions of ingredients and traditions. Whatever the location or medium, the ultimate new world has become a playground rewarding the search for adventure with rich delights.



NEW HORIZONS



THE UNION OF IMAGINATION & TECHNOLOGY

Synesthesia is the experience of one human sense through another. This happens when someone hears music, but sees shapes, or when that person smells fragrance but sees colors. About one in every 2,000 people in the world have synesthesia.



Unexpected
Fusions



Imaginative



Exploration
Reloaded



Magical



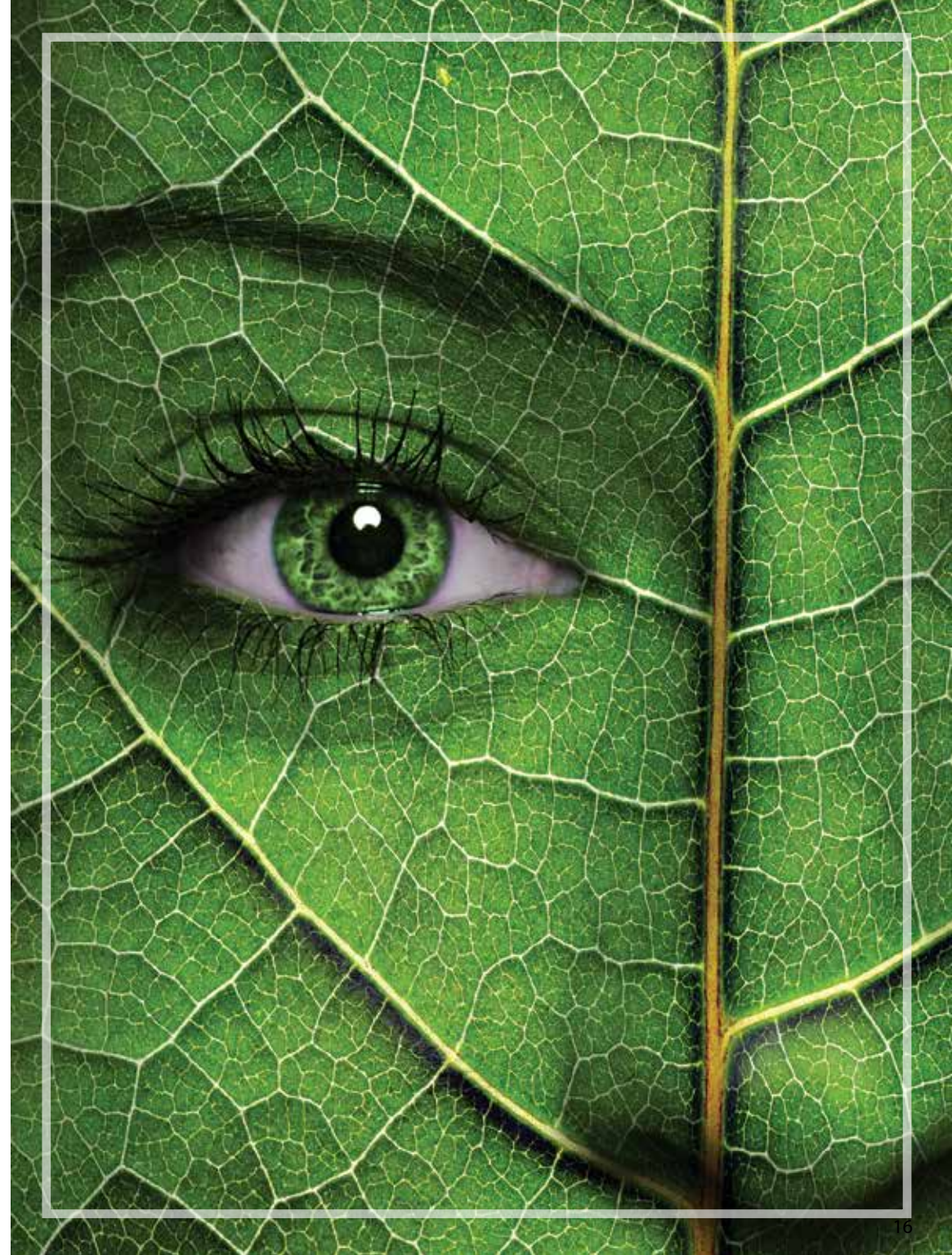
Phygital

NATURE R*EVOLUTION

The New Dawn of 'Green' Innovation

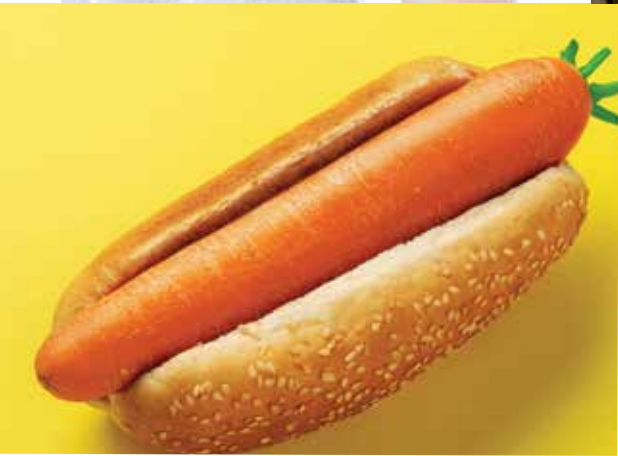
Plant-based, cruelty-free, and good for the planet: Consumers are looking for more harmonious relationships with nature, fully aware that humanity's impact on the planet has reached a critical threshold. They pay attention to clean labels and transparent supply chains, fully aware of their influence as educated consumers. And they are looking for alternative ways to source and manufacture foods, from plant-based proteins all the way to sustainable replacements for endangered and hard-to-replenish ingredients.

As part of this cultural shift, technology is no longer at odds with nature. Instead, technology comes to the rescue with the potential to enhance, evolve, and protect natural resources. Technology makes natural products better and more efficient, all the while closing the loop in waste-free supply chains. This trend looks at the new dawn of 'green' innovation to safeguard the future of the planet, without sacrificing the familiar scents and taste sensations consumers continue to crave.





NATURE R* EVOLUTION



THE NEW DAWN OF 'GREEN' INNOVATION

One in 10 consumers prepare plant-based meat alternatives at home weekly, while 29% do so once a month or more. -FMI, 2022



**Plant
Powered**



Alternatives



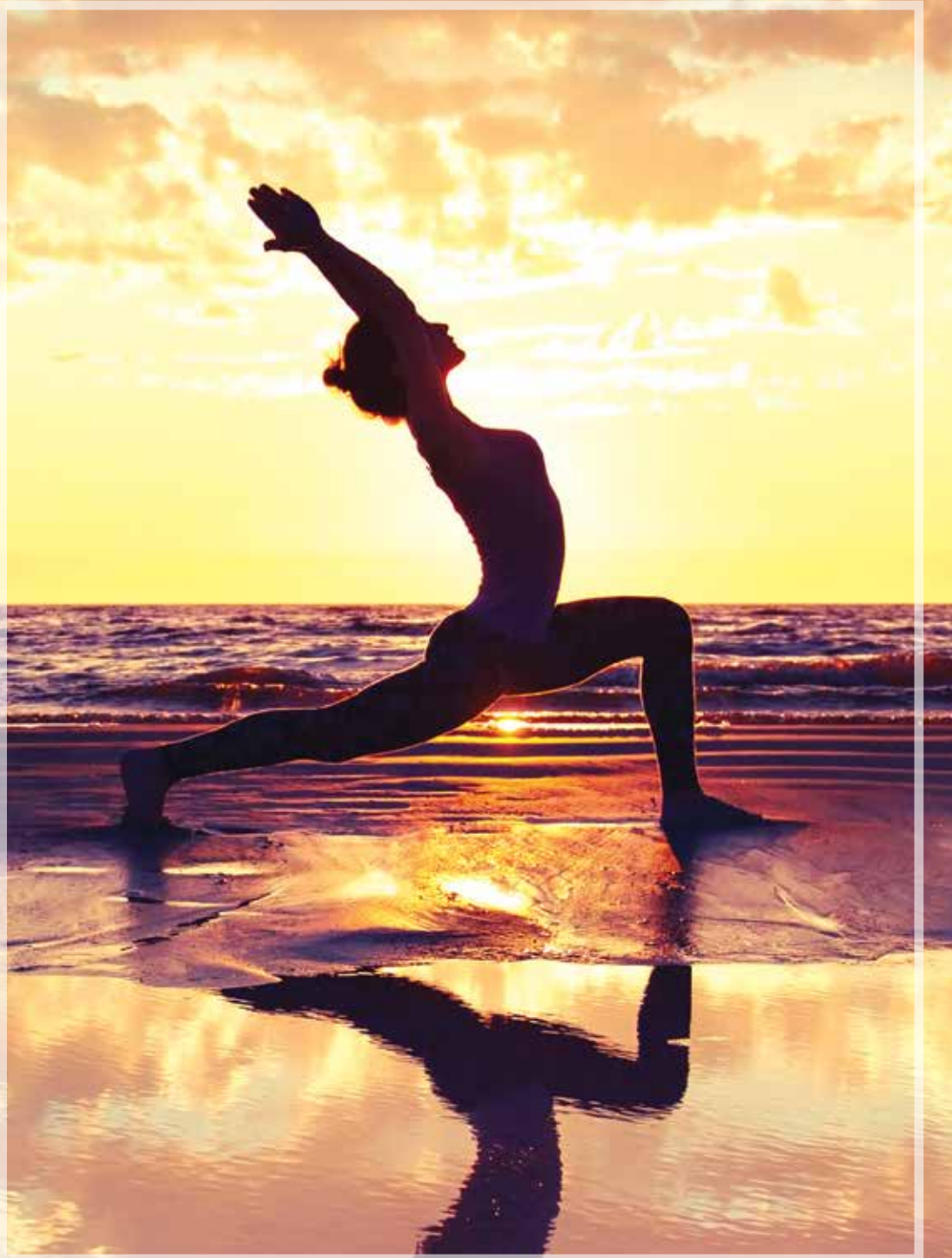
**Sensory
Science**



Biotechnology



**Ethical
Ingredients**



A BETTER ME

A Health-Forward Look at the Best You

Health and wellness priorities, redefined. After the past few years, the importance of physical health continues to climb, but it's wellness on a mental and emotional level that's reaching new heights. Consumers are driven by a desire to embrace healthy lifestyles and optimize longevity, but without giving up family-centric food traditions and comforting food choices. That's why they're seeking out 'smart' solutions that offer value-added nutrition, functional elements and plant-forward ingredients.

The quest for a Better Me has launched an era of shameless self-care, holistic lifestyles, and conscious mood enhancements. Whether it's taking a calming bath with rosewater scented salts or treating oneself to a snack paired with kombucha, consumers make time for mindful moments to rediscover themselves. A comprehensive approach to health and wellness holds steadfast, but it demands personalization, natural solutions and an inward focus. This trend explores a fresh approach to the best version of 'you'.



A BETTER ME



A HEALTH-FORWARD LOOK AT THE BEST YOU

According to Mintel, holistic health has been elevated with a focus on an all-encompassing state of well-being. As such, consumers are adopting healthier lifestyle habits to achieve their health, wellness, beauty and personal care-driven goals.



Holistic



Intentionality



Energized



Healthy-ish



Longevity

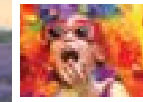
360° REWARDS

Tantalizing Curiosities and Permissible Indulgences

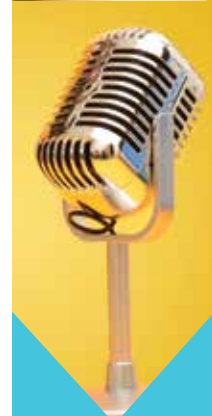
Don't delay rewards! Consumers are breaking out of their comfort zones to get playful and embrace the unknown. They turn to flavors and fragrances that bring instant joy, not asking for permission. Brands must look at indulgence through a different lens, embracing that consumers have a choice – and there's no one-size-fits-all. Consumers no longer accept realities as they are just because it's status quo. Instead, they look to find what's best for them.

From a market perspective, offering reward opportunities means branching out. A successful future relies heavily on renewing ties with customers – encouraging 'you earned this' moments – while also focusing on connecting across generations. A reward can have multiple meanings to consumers but at the core, it entails capturing and translating desires. As new spins on nostalgia make waves, these desires include journeying to the past, visiting a favorite season or reliving comforting moments for well-earned escapes.





360° REWARDS



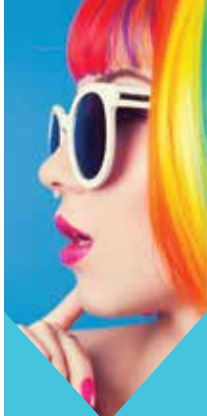
Retro



Artisan



Collabs



Icons



Seasonal

TANTALIZING CURIOSITIES AND PERMISSIBLE INDULGENCES

Despite consumers aiming to lead healthier lifestyles, demand for indulgent products remains high, creating opportunities for brands to elevate their indulgent attributes in order to deliver moments of pure taste pleasure and escapism. Moments of escapism and excitement can be provided by offering limited editions, unusual combinations, and/or fun positioning.



TREE OF LIFE

United by Cultural Roots

Everyone on the planet is connected by their environmental choices. The food consumers eat, the products they use, and the ecological footprint of these individual decisions are part of a globally entwined network. Aware of this connectedness, consumers are now championing brands that match their global conscious. Their environmental philosophy is now driven by ethically-sourced, biodegradable and sustainable products with a focus on limiting food waste, while also salvaging usable resources via upcycling.

From long periods of lockdown and isolation, consumers emerge awakened to their human connectedness, ready to celebrate their personal ties. They are sustained by the roots of 'Cooltura', the embracing of authentic cultures while championing human values and a new sense of localism as the antidote to wasteful globalization. In this paradigm shift, consumers are acting as powerful agents of change, prioritizing those brands that actually 'walk the walk' in creating a sustainable future for the planet and its interconnected population.



TREE OF LIFE

CONNECTED BY THE ROOTS OF OUR CULTURES

Consumers try to buy locally grown food all or most of the time. As initiatives like Hyperlocal start to quantify the carbon emissions for transport and growing ingredients, it will also be beneficial for a low carbon footprint. Brands that communicate how their locally grown ingredients help to reduce carbon footprints can add to their already strong value proposition built around provenance.



Supply Chain



Biodegradable



Positive Footprint



Diversity



Localization

FROM MACRO TO MICRO

Predicting the most impactful trends of the future is challenging, but the Spark platform always starts with a common denominator: the essence of what makes us all human. When it comes to emotions and shared feelings, humans rely on similar ways of expressing themselves through languages, traditions, foods, beverages, aromas, and the resulting experiences. The Spark Trends platform maps these large-scale tendencies as Macro trends. They are seen around the world and serve as the foundation for more granular consumer behaviors on a micro level, closely tied to unique geographies, categories, flavors, fragrances and botanicals in the here and now. With that said, the two levels differentiate as follows:

Macro trends are about consumer mindsets, lifestyles, and consumption preferences on a general level. Macros are deep-seeded and longer-term concepts that are not associated with any specific market. They are not a fad, they are a way of life.

Micro trends are the phenomena firmly impacting consumers in the here-and-now. They are shaping consumer experiences based on what's happening in the current world and can be attributed to specific actions or changes in market or consumer dynamics. In the bigger picture, micro trends directly evolve from their corresponding larger Macro trends but can be directly linked to specific markets, categories, flavors, fragrances and botanicals.





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