



Press Release

FOR IMMEDIATE RELEASE

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## **Bell Flavors & Fragrances Reveals 'Herbaceous Alchemy' Menu at 2024-2025 Regional IFT Suppliers Expos Across the Country**

*Elevating Taste Profiles with Nature's Finest: From Garden to Gourmet in Every Bite and Sip*

**NORTHBROOK, Illinois – October 24, 2024** – [Bell Flavors & Fragrances, Inc.](#) (Bell) is set to take center stage at the [Institute of Food Technologists' 2024-2025 Regional Section Suppliers' Nights/Events](#). This year's coast-to-coast tour showcases the power of herbs, botanicals, spices, and florals in inspiring innovative flavor experiences that ignite the senses and redefine product development.

Fresh off their 2023-2024 roadshow success, the Bell team is gearing up to unveil a new menu focused on the transformative wonder of nature's bounty. Moving beyond alcohol-inspired profiles, Bell's 'Herbaceous Alchemy' collection reveals a palate of bold flavors and aromatic infusions from nature, giving food and beverage R&D professionals an enchanting toolkit for innovation.

"Our latest creations are a celebration of the Earth — blends of botanical, herbaceous, and floral flavors that have been treasured for centuries," says Benjamin Stanley, Director of Sweet Applications at Bell Flavors & Fragrances. "From the delicate floral, citrus flavor of marigolds complemented by a hint of spice to the bold, roasted taste of hojicha tea with subtle hay-like and caramel notes, these one-of-a-kind flavor profiles are perfect for today's wellness-driven consumer."

The regional roadshow kicks off in Rosemont, IL, with the Chicago Section IFT near Bell's global headquarter, and will continue across the country, with stops in the Pacific Northwest, Midwest, and beyond. The new menu taps into consumer's increasing desire for natural, health forward choices that offer both indulgence and wellness benefits. From floral-infused non-alcoholic beverages to spice-infused savory snacks, these herbaceous flavors promise a dazzling dining experience.

Botanicals are more than just accents or garnishes — perceived as a natural ingredient, they're key players in mood enhancement, relaxation, and flavor and fragrance complexity. According to a 2024 Mintel report, 76% of U.S. adults agree that natural ingredients offer more functional benefits than artificial ingredients. Bell's 'Herbaceous Alchemy' flavor driven menu is designed to meet that demand with layers of taste complexity from invigorating honey pear to calming lavender, paving the way for innovation across a variety of applications, including beverages, savory snacks, and confections.

The creative concepts available at booth #820 are driven by the latest culinary trends and market insights. Grab a preview of the menu:



**Herby Elote Trail Mix**

*Featuring Bell's Cilantro, Chili Lime Spice, Super Savor and Epazote Herb Flavors*



**Marigold White Sangria**

*Featuring Bell's White Sangria, Marigold and Neutral Cloud Flavors*



**Pear Sandwich Cookie with Honey Basil Mascarpone Filling**

*Featuring Bell's Sparkling Pear, Honey Lemon, Mascarpone Cheese and Basil Flavors*

“Our goal is to inspire the food science community to harness the rich versatility of botanical ingredients, taking their creations from ordinary to extraordinary,” adds Stanley. “Whether it’s a savory energy bar featuring sea salt and rosemary or a sweet treat infused with hibiscus and cardamom, there’s an opportunity to elevate everyday food and beverage selections with the magic of herbs, spices and floral flavors.”

**Immerse Yourself in Botanical Brilliance at Booth #820**

Attendees at the 2024 Chicago Section IFT Suppliers Expo are invited to dive into a flavor wonderland at Bell’s booth, where the team will dish out tantalizing samples featuring tastes from Bell’s ‘Herbaceous Alchemy’ flavor collection.

Come meet our Sales, Marketing, and Applications teams, sample must-try creations, pick up relevant resources and discover the future of flavor rooted in the timeless power of botanicals.

For more on Bell Flavors & Fragrances, visit [www.bellff.com](http://www.bellff.com) or follow Bell Flavors & Fragrances on [LinkedIn](#), [X](#), and [Facebook](#).

For media requests please contact [Kelli Heinz](#), Vice President of Marketing & Industry Affairs.

  
**About Bell Flavors & Fragrances:**

*Bell Flavors & Fragrances, Inc. is a leading supplier of flavors, fragrances, botanical extracts and ingredient specialties to the food and beverage industry, as well as the household care and personal care industries, offering over 110 years of exceptional customer service and experience. Bell has 11 manufacturing plants worldwide including the United States, Canada, Mexico, Colombia, Brazil, Germany, India, Singapore, and China, with sales offices in more than 90 countries. Bell's global presence allows flexibility in the world marketplace while constantly responding to emerging industry trends with solutions that bring added value and business opportunities to our customers. [www.bellff.com](http://www.bellff.com)*

**Bell Flavors & Fragrances – Get in touch with taste.™****About The Institute of Food Technologists:**

*"The Institute of Food Technologists (IFT) is a community of professionals and students passionate about the essential role science and innovation play in ensuring that our global food system is safe, nutritious and sustainable. Since 1939, IFT has been a forum to collaborate, learn and contribute, all with the goal of inspiring and transforming collective scientific knowledge into innovative solutions for the benefit of all people around the world. IFT builds value for its members in more than 90 countries by working across borders, sharing content, promoting activities, and building networks that connect science of food professionals wherever they live." [www.ift.org](http://www.ift.org)*