



MEET OUR GLOBAL SPARK TRENDS

Bell's Spark Trends platform tracks five pivotal Macro Trends that are driving consumer behaviors today and shaping them for tomorrow. Identified by our Global Marketing teams, these trends reflect universal values shared by people across cultures and continents.

At Bell, we're committed to staying at the forefront of these trends, helping brands connect with consumers in meaningful and impactful ways.



GLOBE TREK
Beyond the Map



PLANET-TOPIA
Innovating a
Plant-Forward Future



**HARMONIZED
WELL-BEING**
Wellness In Sync



**PURELY
PLAYFUL**
The Art of Having Fun



GENFLUENCE
Connecting Generations,
Inspiring Change



Our Expertise

spark[®]
IGNITES CREATIVITY
INSPIRES SENSES

A Tradition of Discovery

With over a century of expertise, Bell leads the way in shaping the future of Spark Trends, harnessing its legacy of innovation in the flavor, fragrance, botanical, and ingredient specialties.

A Thirst for Consumer Insights

We elevate innovation through unparalleled sensory and marketing collaboration, powered by our proprietary OlfactivDNA platform. This allows us to leverage exclusive data to pinpoint emerging trends in flavors and fragrances with precision.

Service is the Foundation

As a thriving family-run business, Bell continues to expand globally, year after year, while upholding core values rooted in trust, open communication, and mutual support.

People: Our Most Valued Asset

Bell's greatest strength lies in our people. Our team of expert Flavorists, Food Scientists, Chefs, Perfumers, and Applications Specialists foster a culture of excellence, driving innovation and delivering exceptional solutions for our customers.

Inspired by the Details

Our global teams seek inspiration from every corner of the world. Each Spark Trend is carefully identified and rigorously vetted to ensure it aligns with consumer preferences, while adhering to the latest guidelines across every stage of production, processing, and distribution.