



 **Label**

ALTERNATIVE PROTEINS

Flavors and Technologies



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THE BELL SOLUTION

Bell offers a wide range of vegan and vegetarian flavors as well as a collection of taste and flavor enhancement technologies to achieve the flavor profile and texture consumers crave.

Alternative protein applications present a variety of challenges including:

- ⊕ Masking off notes
- ⊕ Achieving desirable mouthfeel
- ⊕ Delivering the perfect flavor experience

Our team of Chefs, Foods Scientists and Flavorists are experts in finding flavor and technology solutions to enhance your application.





UNDERSTANDING THE ALTERNATIVE PROTEIN MARKET

Alternative proteins are a **\$2.2 billion market** worldwide, growing at a CAGR of 9.5% from 2019-2025.

The alternative protein market is projected to reach **\$17.9 billion by 2025.**

Alternative meat proteins grew **317% on menus over the past 3 years.**

The alternative milk market grew by **60%** from 2015-2020 and currently accounts for almost **almost 15% of total dairy market.**

UNDERSTANDING THE CONSUMER

49% of alternative consumers say they are **eating more alternative protein products** than they were a year ago.

- **1 in 5 consumers** are trying to limit their meat intake.
- **Taste is a main concern**, with 36% of consumers not using plant-based yogurts due to poor taste and minimal flavor options.
- **54%** of US consumers agree meat alternatives should **closely mimic the taste** of meat.



ALTERNATIVE PROTEIN FLAVOR PORTFOLIO

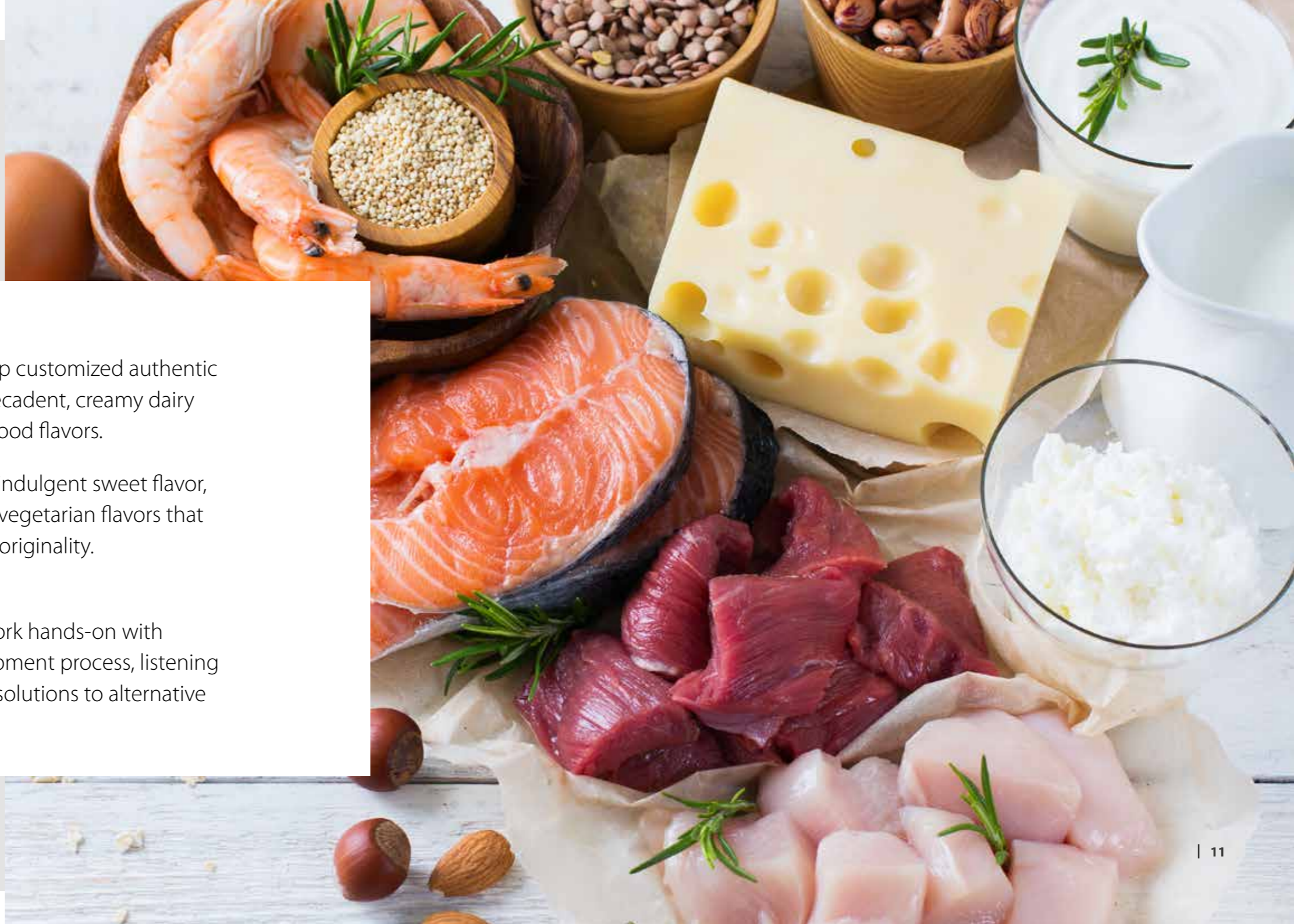
Our customized methodology

We take a creative approach to develop customized authentic flavor profiles that can help achieve decadent, creamy dairy notes, savory meat flavors or bold seafood flavors.

Whether it's a bold savory flavor or an indulgent sweet flavor, our experts skillfully create vegan and vegetarian flavors that embody the meaning of artisanal and originality.

We work with you

Our flavorists and application teamwork hands-on with customers during the product development process, listening to needs and developing customized solutions to alternative protein flavor challenges.



ALTERNATIVE MEAT FLAVOR PROFILES

BEEF PROFILES

- Braised Beef
- Ground Beef
- Bloody Beef
- Grilled Beef
- Meaty Beef
- Fatty Beef
- Roast Beef
- Beef Tallow

PORK PROFILES

- Bacon (Fatty)
- Bacon (Crispy)
- Pork Roasted
- Breakfast Sausage
- Pork Sausage
- Italian Sausage
- Pepperoni
- Ham
- Salami
- Ham Iberico
- Bratwurst
- Chorizo
- Hot Dog
- Prosciutto

CHICKEN PROFILES

- Dark Meat Chicken
- Fatty Chicken Drippings
- Charcoal Chicken
- Boiled Chicken
- Fatty Chicken
- Roasted Chicken
- Grilled Chicken
- Fried Chicken

OTHER MEAT PROFILES

- Turkey
- Cured Meat
- Duck
- Lamb
- Fat Lard





ALTERNATIVE SEAFOOD FLAVOR PROFILES

FISH PROFILES

- Anchovy
- Catfish
- Cod
- Pollok
- Salmon
- Smoked Salmon
- Tilapia
- Tuna (Pouched)
- Tuna (Steak)

OTHER SEAFOOD

- Clam
- Crab King
- Crab Snow
- Lobster
- Scallop
- Shrimp
- Squid

BASE NOTES & SAUCES

- White Fish base note
- Red Fish base note
- Crab base note
- Shrimp base note
- XO Sauce
- Fish Sauce



ALTERNATIVE CHEESE FLAVOR PROFILES



HARD CHEESE PROFILES

- Asiago
- Gruyère
- Parmesan
- Provolone
- Romano

SEMI-HARD CHEESE PROFILES

- Cheddar (Regular, Aged, Mild, Sharp, Smoked, White)
- Colby Jack
- Gouda (Regular, Aged, Smoked)
- Havarti
- Monterey Jack
- Pepper Jack
- Swiss

SOFT CHEESE PROFILES

- Brie
- Camembert
- Chevre
- Feta
- Blue Cheese
- Muenster

FRESH CHEESE PROFILES

- Cottage Cheese
- Cream Cheese
- Crème Fraîche
- Mascarpone
- Mozzarella
- Queso Fresco
- Ricotta

PROCESSED CHEESE PROFILES

- Cheese Sauce, Mild Cheddar
- Cheese Sauce, Salsa Con Queso
- American Cheese
- Pub Cheese
- Loaf Cheese
- Cheese Dip

GLOBAL CHEESE PROFILES

- Camembert
- Edam
- Gorgonzola, Fontina, Grana Padano
- Oaxaca
- Paneer
- Raclette





ALTERNATIVE DAIRY FLAVOR PROFILES

ALTERNATIVE DAIRY PROFILES

- Fresh Milk
- Sour Cream
- Greek Yogurt
- Cultured Dairy
- Butter
- Custard
- Egg
- Mayonnaise
- Ice Cream
- Ranch Dressing
- Buttermilk
- Heavy Cream



ALTERNATIVE PROTEIN TECHNOLOGY PORTFOLIO

Bell's Taste Technology portfolio can help solve your taste challenges:

- **Reduce** salt and sweet flavors in various applications up to 33% overall.
- **Boost** gamey, bloody, and beefy characteristics that are often lacking in alternative protein burger applications.
- **Achieve the perfect mouthfeel** for your alternative dairy, ice cream, or cheese applications - and more!



FLAVOR MODULATIONS

- Flavor Enhancers
- Mouthfeel Enhancers
- Umami and Kokumi
- Sweetness Modifications
- Salt Modifications
- Sour Modifications
- Bitter Modifications
- Sensates

NEUTRALIZATION

- Masking
- Suppression
- Customized Counteractancy
- Alternative Protein Masking
- Vitamins, Minerals, and Supplements
- Alternative Oils and Fats
- Bitter, Sour, Acidic

EXTENDERS & REPLACERS

- Raw Material Solutions
- Crop Variations
- Juice Replacers
- Smokeless Smoke
- Endangered Materials

NATURALS & BOTANICALS

- MicroCreation™
- Functional flavors
- Clean Label
- Responsible Sourcing
- BellTanicals®
- Flavor Grade Botanicals



Get in touch with **taste.**TM

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