



BellTech™ Flavor Enhancing Technology

Bell Flavors & Fragrances understands the challenges that come with creating delicious products that satisfy the ever changing desires of today's consumer. That's why Bell's Chefs, Flavorists and Food Scientists have developed a line of BellTech™ flavor enhancing technologies, to ensure your products taste and reacts in a way your consumers love.

Why Do I Need Flavor Enhancement?

There are a number of challenges that arise throughout the innovation process that could require flavor enhancing. Some of the most common challenges we have seen are:

Finding Ideal Flavors

Create your ideal lasting and intense flavors that consumers are sure to love

Flavor Depth

Add depth and nuance to your existing flavors

Ingredient Removal

Replce lost flavors when removing unwanted ingredients

Crave-able Foods

Boost crave-able notes like cheese, dairy, tomato and meats

What is Kokumi?

Bell has developed a line of kokumi enhancing flavors, but that often begs the question, what is kokumi? Kokumi was discovered in Japan in 1989 and has grown massively in popularity as it is now considered the sixth basic taste amongst many flavorists. Kokumi is roughly translated to "rich taste" because of the ability it has to create a hardness and mouthfullness within a product, thanks to its interaction with fat-containing food materials.

Bell's kokumi flavor provides a background richness and roundness to savory products, creating a robust tasting experience for consumers. It is often used to provide the final piece of the puzzle in creating delicious savory products.

BellTech™ Custom Solution

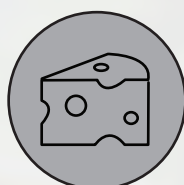
Bell has developed an array of BellTech™ flavor enhancers and modifiers to perfectly pinpoint the flavor consumers are looking for. These flavors are designed to trigger key flavor profiles in a base to make them more robust, without becoming dominant. BellTech™ flavor enhancers come in a variety of formats and can be applied to any product. Some common applications we see are, **but not limited to:**



Bakery



Seasoning
Blends



Dairy



Sauces, Dips &
Condiments



Soups

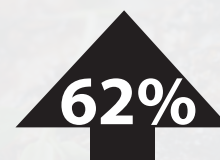
The Proof

Bell's Sensory & Consumer Sciences team validated the efficacy of a flavor enhancer in instant mashed potatoes. Bell conducted a discrimination panel using qualified Bell employees and rated the intensity of various taste attributes. **Results are as follows:**

When utilizing BellTech™ flavor enhancement technology, panelists reported both stronger salty and overall flavor.



of panelists observed a
stronger overall flavor



of panelists observed a
stronger salty taste

**Contact your sales rep to try our readily available
flavor enhancement demos!**



Sour Cream and Chive Instant Mashed Potatoes
Flavor Enhanced



French Onion Seasoned Pretzels
Umami Enhanced



Au Jus Mix
Kokumi Enhanced