



BellTech™ Mouthfeel Enhancement 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™ mouthfeel enhancement technology, to ensure your products tastes and reacts in a way your consumers love.

What Is Mouthfeel?

Mouthfeel is the delicate, warm, buttery feeling you get when biting into a freshly baked croissant. It's the frigid, bubbly sizzle that overwhelms your mouth when you take the first sip of your favorite cola.

Mouthfeel is the physical sensations in the mouth that consumers feel when chewing food or drinking a beverage. Perfecting mouthfeel is a crucial step in developing crave-worthy food and drinks, and Bell's team of chefs and scientists are happy to help you find the optimal feel for your product.



Why Do I Need Mouthfeel Enhancement?

Mouthfeel can help with countless formulation challenges, a few of the common challenges Bell sees are:

Fat Mouthcoating Match

Replicate the mouthcoating of fats after removing for label claim purposes

Alternative Protein Enhancement

Retaining animal protein feel when converting to vegan/vegetarian protein

Memorable Experiences

Create a mouthcoating experience consumers look forward to purchasing again

Functional Ingredients

Eliminate astringency and undesirable mouthfeels when formulating with functional ingredients

BellTech™ Custom Solution

BellTech™ Mouthfeel enhancement technology can be used in a myriad of applications. Examples are, **but not limited to:**



Beverage



Sweet



**Sauces &
Dips**



Confectionery



Dairy



**Nutritional
Supplements**

The Proof

Bell's internal Sensory & Consumer Science Department evaluated the sensorial impact on a caramel sauce when adding BellTech™ mouthfeel enhancing technology. Bell conducted a descriptive panel using qualified Bell employees. Panelists were asked to rate the intensity of various aspects of the flavor both immediately after the tasting and again 15 seconds later.

The results are as follows:

BellTech™ mouthfeel enhancement showed a boost in the perception of desirable attributes, while decreasing the rate of breakdown, creating the perception of longer lasting flavor.



Increase in Perceived:

- Viscosity
- Mouthcoating
- Duration of Flavor
- Sweetness & Caramel Flavor both immediately, and after 15 seconds

Decrease in Perceived:

- Rate of Breakdown

Contact your sales rep to try our readily available mouthfeel demos!



**Mouthfeel Enhanced
Caramel Dip**



**Mouthfeel Enhanced
Non-Fat Ranch Yogurt (Regular & Organic Certified)**