



Press Release

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Redefining Taste & Scent: Bell Flavors & Fragrances Showcases Transformative Technology at Expo West 2025

*From Advanced Flavor Masking to Functional Fragrances,
BellTech™ Unveils Next-Gen Solutions for Wellness Driven Brands*

NORTHBROOK, Illinois – February 20, 2025 – Bell Flavors & Fragrances, Inc. (Bell) will proudly exhibit at [Natural Products Expo West](#) (Expo West) from March 5-7, 2025 in Anaheim, CA.

Hosted and produced by New Hope Network, Expo West, the industry's largest trade show, will spotlight the latest product innovations, including natural and organic food and beverages, ingredients and supplements, and clean beauty and home products. Expo West brings together CPG companies, retailers and emerging brands for five action-packed days of networking events and the exploration of new products and technologies revolutionizing the natural and organics world.

Offering a collaborative taste and scent experience once again this year, attendees can expect to see the company's BellTech™ collection on display, featuring technologies like masking agents, odor neutralization and more, that will support brands in taking product innovation to the next level.

The R&D team's creative concepts, ranging from a gut-friendly Probiotic Orange Cream Soda with CBD to an earthy fragrance showcasing sun-ripened tomato vines, lean into Bell's 'Harmonized Well-Being' Macro Trend as part of their [Spark-Ignites Creativity, Inspires Senses® platform](#). This global trend blends physical vitality, mental clarity, and emotional peace, recognizing that we flourish when all aspects of our being are in harmony.

Consumers turn to functional foods and beverages, mindful rituals, and natural solutions that are deeply nourishing to boost energy, enhance cognitive clarity, and create deeper connections to nature and their communities. In fact, 50% of U.S. consumers ages 18+ years who consume products with one or more functional ingredients or claims prefer their food and drinks contribute to both mental and physical health (Mintel, 2024). When it comes to beauty and personal care, 31% of consumers consider natural ingredients as a key purchase driver, with 44% perceiving them as safer than their synthetic counterparts (Mintel, 2024).

With current consumer purchase behaviors at attitudes at the forefront, Bell's concepts deliver captivating flavors and fragrances that prioritize current trends, innovation and technology-driven solutions.

Transformative Technology Meets Bold Innovation

Featured samples at booth #2194 will spotlight health-forward flavors and scents with a focus on the BellTech™ flavor technology collection:



Probiotic Orange Cream Soda with CBD

Featured Flavors: Orange, Vanilla Cream

Featured BellTech™: Sweetness Enhancer & Bitter Masking Flavor

"Our nostalgic Prebiotic Orange Cream Soda plays on the health halo of CBD and gut-healthy prebiotics while spotlighting Bell's Sweetness and Bitter Masking Enhancers. This beverage incorporates apple cider vinegar and packs a good source of fiber (derived from wheat) and 10mg of CBD per 12 fl. oz. serving." – *Leah Venus, Senior Beverage Scientist*



Tandoori Curry Mushroom Chip

Featured Flavors: Tandoori Curry, Fire Roasted

Featured BellTech™: N/A

"We focused on adaptogenic ingredients and created a freeze-dried, poppable mushroom crisp with a Tandoori Curry seasoning. We used Bell's Tandoori Curry & Fire Roasted flavors to bring an authentic, Indian-inspired concept to life in a one bite snack format." – *Jaime Mestan, Director of Culinary – Savory Applications*



Banana Split Soft-Baked Protein Bar

Featured Flavors: Banana Split, Sweetness Enhancer

Featured BellTech™: Bitterness Masking

"Given consumer demand for higher protein snacks, baked goods and desserts, we created a protein bar providing 10g of plant-based protein derived from peas and nuts. Bell's Banana Split flavor offers an indulgent flavor profile with hints of banana, chocolate, strawberry, ice cream, and nuts." – *Benjamin Stanley, Director of Sweet Applications*



Sun-Ripened Tomato Fragrance

Top Notes: Sicilian Lemon, Dewy Greens

Middle Notes: Roma Tomato Leaf, Basil

Bottom Notes: Cedar Wood, Woodland Vines

"In this delightful fragrance, sun-ripened tomato vines and everyday herbs intertwine with earth's magic to capture the essence of warmth, vitality, and botanical wonder. It's truly a unique way to experience the endless bounty of Mother Nature through scent."

– Rose Casanova-Gugliotta, Senior Director of Fragrance Evaluation

Connect with the Bell Flavors & Fragrances Team at Booth #2194

Bell provides over 110 years of expertise in offering natural, organic and technology-driven solutions that let flavors and fragrances shine. Visit Bell's booth to connect with the company's Sales, Marketing, Flavor R&D and Fragrance Creative teams and discuss flavor and fragrance solutions that fit your brand.

For more on Bell Flavors & Fragrances, visit 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 including the United States, Canada, Mexico, Colombia, Brazil, Germany, India, Singapore, and China, with over 60 operating sales offices worldwide. 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

Bell Flavors & Fragrances – The Key Ingredient of Your Brand.™

About New Hope Network:

"New Hope Network is at the forefront of the healthy lifestyle products industry. With solutions for the complete supply chain from manufacturers, retailers/distributors, service providers and ingredient suppliers, the network offers a robust portfolio of content, events, data, research and consultative services. Through all its actions, New Hope Network aims to cultivate a prosperous high-integrity CPG and retail ecosystem that creates health, joy and justice for all people while regenerating the planet. For more information visit www.newhope.com"