

A close-up photograph of a chef's hand pouring a golden, steaming broth from a large metal ladle into a white bowl. The bowl contains a soup with noodles, meat, and vegetables. The background is blurred, showing other bowls of food.

**KETTLE CRAFTED REAL
MEAT FLAVORS**

Get in touch with taste®



GREAT TASTE WITH A CLEANER LABEL

Developed at Bell's Technology & Innovation Center, our line of USDA Kettle Crafted Meat Flavors enhance a product's natural meaty flavor profile while maintaining a cleaner label.

Bell's USDA kettle crafted meat flavors are cooked "low and slow" for an authentic flavor experience.



**FREE RANGE
CHICKEN**



**GRASS-FED
BEEF**



**ORGANIC
TURKEY**

The Bell logo features a stylized bell icon to the left of the word "Bell" in a white, serif font. The background of the top left corner is a solid red square.

Bell



**More about Bell's USDA
Kettle Crafted Meat Flavors:**

- ✓ Made from Organic Ingredients
- ✓ Crafted in Small Batches
- ✓ Clean Label
- ✓ Minimally Processed Flavor and Color (*No HVP, MSG, I&G*)
- ✓ Non-GMO
- ✓ Customizable Solutions to Match Application Needs
- ✓ Shelf Life up to 12 Months
- ✓ Vertically Integrated Process

FLAVORS THAT DELIVER

Bell's Sensory Team evaluated each USDA meat flavor with trained panelists to understand the impact in corresponding broths.

All broth flavors maintained the shape of the broth profile while enhancing select flavor attributes.



When adding Bell's USDA Kettle Crafted **Chicken Flavor** to Commercial Chicken Broth, the flavor enhanced:

- ↑ Overall Flavor Intensity
- ↑ Chicken, Brothy, Roasted, Vegetable, and Fatty Flavors
- ↑ Saltiness

Descriptive panel, n=9 trained panelists



When adding Bell's USDA Kettle Crafted **Beef Flavor** to Commercial Beef Broth, the flavor enhanced:

- ↑ Overall Flavor Intensity
- ↑ Savory, Beef/Meaty, Roasted, Cooked Onion, and Roasted Vegetable Flavors
- ↑ Saltiness

Descriptive Panel, n=7 trained panelists



When adding Bell's USDA Kettle Crafted **Turkey Flavor** to Commercial Chicken Broth, the flavor enhanced:

- ↑ Savory and Poultry Flavors
- ↑ Saltiness

Descriptive Panel, n=11 trained panelists



CUSTOMIZABLE APPLICATIONS

Bell offers a myriad of application solutions to fit your culinary development needs.



SOUPS



SEASONINGS
& BLENDS



SAVORY



SAUCES, DIPS,
CONDIMENTS



SNACKS

CUSTOMERS ARE LOOKING FOR CLEAN & NATURAL SOLUTIONS

+32%
increased U.S.
consumer interest in
'clean label' products.
(Spoonshot, 2022)

34%
of consumers named
'all natural' as the most
important label claim.
(Mintel, 2022)

56%
of consumers look for
healthier ingredients.
(Mintel, 2022)

REQUEST SAMPLES TODAY!



Scan the QR code to learn more about Bell's range of authentic USDA Kettle Crafted Flavors



BELL FLAVORS & FRAGRANCES
500 Academy Drive
Northbrook, IL 60062
info@bellff.com

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www.bellff.com