



Press Release

FOR IMMEDIATE RELEASE

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## **Bell Flavors & Fragrances to Unveil Global Flavor Forecasts at the 2025 Sweets & Snacks Expo**

*Interactive Tastings and Thought Leadership Take Center Stage in Indianapolis, IN*

**NORTHBROOK, Illinois – May 12, 2025** – The countdown is on for the 2025 Sweets & Snacks Expo, hosted by the National Confectioners Association and returning to the Indiana Convention Center in Indianapolis, IN from May 12–15, 2025. Known for bringing bold ideas and breakthrough innovations to the industry, this year's show promises must-know insights for confectionery and snack manufacturers alike.

[Bell Flavors & Fragrances, Inc. \(Bell\)](#) is back with a dynamic presence, featuring can't-miss experiences at the Supplier Showcase and on the Gold Stage. From the debut of craveable flavor concepts to in-depth global trend analysis, Bell invites attendees to explore what's next in sweet treats and savory snacks.

### **On Stage: Trending Flavors in Confections and Snacks**

*Gold Stage | Wed, May 14 | 11 AM ET*

Bell's Vice President of Marketing & Industry Affairs, Kelli Heinz, will take the spotlight for a featured session, "[Trending Flavors in Confections and Snacks](#)." This presentation dives deep into Bell's 2025 Spark-Ignites Creativity, Inspires Senses® Trends Program, spotlighting how generational preferences and global inspiration are shaping the future of flavor.



"Flavor innovation today is fueled by both cultural curiosity and generational influence. Our Spark Trends program showcases how macro-level shifts like playfulness, global exploration, and Gen Z, Millennial and Baby Boomer preferences are driving flavor experimentation in new and exciting directions." — Kelli Heinz, Vice President of Marketing & Industry Affairs

Attendees will have the opportunity to sample flavors that bring each Macro Trend to life and walk away with actionable insights.

## Taste the Future of 'Treat Yourself' Moments

Supplier Showcase | May 12–13 | Booth #7206

Bell joins 210+ exhibitors at the **Supplier Showcase**, offering an interactive tasting experience that invites attendees to explore three imaginative snack creations inspired by this year's Spark Macro Trends:



**Pickle Taffy**



**Ruby Chocolate  
Dipped Szechuan  
Peppercorn  
Peanut Brittle**



**Shrimp Spring Roll  
Snack Mix**

### Spark Macro Trend: Genfluence

*Pickle Taffy*: A bold, tangy twist on nostalgia featuring Bell's Natural Pickle Flavor. A Gen Z-driven reinvention of classic candy.

### Spark Macro Trend: Purely Playful

*Ruby Chocolate Dipped Szechuan Peppercorn Peanut Brittle*: A whimsical collision of sweet, spicy, and numbing sensations, made possible by Bell's Natural Szechuan Pepper Flavor and BellTech® Numbing Sensate.

### Spark Macro Trend: Globe Trek

*Shrimp Spring Roll Snack Mix*: Inspired by Southeast Asian street food, this savory snack features Bell's Natural Hoisin, Lime, Thai Holy Basil, and Shrimp Flavors.

In addition to tastings, Bell's experts from Sales, Marketing, and Sweet & Dairy Applications will be onsite to discuss flavor innovation strategies, custom development solutions, and taste technologies like flavor masking, cocoa and egg replacers, and more.

**Visit Bell Flavors & Fragrances at Booth #7206 to discover how global flavor trends and generational taste preferences can transform your brand's product pipeline.**

To schedule an in-person appointment with our experts in advance of the show, reach out to [Flavors@bellff.com](mailto:Flavors@bellff.com).



For more on Bell Flavors & Fragrances, visit [www.bellff.com](http://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 14 full-service manufacturing plants worldwide, with sales and creative centers spanning four continents and offices in more than 60 countries. 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](http://www.bellff.com)*

**Bell Flavors & Fragrances – Get in touch with taste.®**

**About the National Confectioners Association:**

*"The National Confectioners Association (NCA) is the trade organization that promotes the unique role of chocolate, candy, gum and mints in a happy, balanced lifestyle and the companies that make these special treats. Through advocacy and regulatory guidance, communications, industry insights, and retail and supply chain engagement, NCA helps create an environment that enables candy makers to thrive." [www.candyusa.com](http://www.candyusa.com)*