



Press Release

FOR IMMEDIATE RELEASE

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**Kelli Heinz, Vice President of Marketing & Industry Affairs at
Bell Flavors & Fragrances, Appointed as 2025-2026
Flavor Extract Manufacturers Association President**

Strategic Industry Role Strengthens the Future of Flavor Policy and Innovation

NORTHBROOK, Illinois – May 8, 2025 – Bell Flavors & Fragrances, Inc. (Bell) is proud to announce its Vice President of Marketing & Industry Affairs, Kelli Heinz, as the [Flavor Extract Manufacturers Association of the United States](#) (FEMA) President for the 2025-2026 calendar year.

Kelli brings nearly 20 years of extensive experience in the flavor and fragrance industry, having been an esteemed member of FEMA since her early days at Bell Flavors & Fragrances. She chaired the FEMA Program Committee from 2013 to 2019 before stepping into her senior leadership role on the FEMA Board of Governors in 2019.

In addition to her FEMA involvement, she has served 13 years on the Board of Directors for the Women in Flavor & Fragrance Commerce's Chicago Chapter and currently represents the Chapter as President as a member of the national board. Since 2018, Kelli has sat on the Board of Directors for the Fragrance Creators Association and the Harvard Business School Club of Chicago.

Her family's history with FEMA runs deep. Kelli's grandfather, Edward N. Heinz, served as FEMA's president from 1958 to 1960 during the pivotal passage of the 1958 Food Additives Amendment. Additionally, her father, James H. Heinz, served as FEMA president from 1995 to 1996.

Kelli was appointed FEMA president during the 2025 FEMA Annual Leadership Conference which took place in St. Petersburg, FL from May 5-7, 2025. She officially assumed the role on May 7, 2025 following recognition by association members and current President, Paul Graham.

In her new role, Kelli is committed to building upon the comprehensive strategic plan developed by her predecessor, Paul, and the Board of Governors. This plan focuses on five core pillars: Awareness, Advocacy, Science, Education, and Intellectual Property Protection, and not only represents FEMA's longstanding values, but the organization's renewed commitment to protecting and advancing the industry's interests.

As FEMA's new President, Kelli shares, "The challenges facing our sector are real, but so are the opportunities. Now is the time for all of us to use our voices, stay informed, and advocate together for the future of flavor. Both FEMA and our industry are strongest when we are united and engaged."

Bell congratulates Kelli on this pivotal career milestone and looks forward to where the flavor industry is headed under her guidance and leadership. The global flavors and fragrances company is proud to support the association via membership from its flavor experts.

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 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

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About the Flavor Extract Manufacturers Association:

"Founded in 1909, the Flavor and Extract Manufacturers Association of the United States (FEMA) is the national association of the U.S. flavor industry. FEMA's diverse membership includes flavor ingredient suppliers, flavor manufacturers, and flavor users. FEMA is committed to ensuring the safe and responsible use of flavoring substances, and is a founding member of the International Organization of the Flavor Industry (IOFI)." www.femaflavor.org

