



Press Release

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Bell Flavors & Fragrances Fueled Culinary Creativity and Trend-Forward Innovation at Spark Ignites 2025 Event in Chicago, IL

The Future of Flavor Meets Culinary Imagination at Exclusive Industry Showcase

NORTHBROOK, Illinois – June 5, 2025 – The future of flavor just took center stage in Chicago, IL. Bell Flavors & Fragrances, Inc. brought over 100 guests together for an evening of global trend exploration, culinary flair, and bold innovation at its annual Spark Ignites event, held at The Hatchery, a non-profit food and beverage incubator, on May 16, 2025.



This exclusive, invite-only experience unveiled the 2025 edition of Bell's Spark Trends – a global look at what's next in consumer trends and flavor predictions, and set the stage for the return of this year's Chef Fusion Challenge, a live, fast-paced cook-off where leading culinary teams turned flavor forecasts into crave-worthy sips and bites.



"Spark Ignites 2025 was a wildly imaginative experience," exclaimed Jaime Mestan CRC, Bell's Director of Culinary – Savory Applications. "From trend forward tastings to a high-energy kitchen battle, every moment captured the revolutionary direction flavors and taste technology is heading this year and beyond."

Tasting Tomorrow's Trends – Today

Guests stepped into a flavor playground with five tasting stations, each inspired by one of Bell's global Macro Trends, as part of their [Spark-Ignites Creativity, Inspires Senses® Platform](#). Bell's Culinary & Beverage Applications teams transformed flavor predictions into stunning samples in sweet, savory and beverage forms. Highlights included: Butter Beer with Aura-Revealing Salted Caramel Cotton Candy (Purely Playful), "Hot Ones" Gummies (Genfluence), Taiwanese Bah-Oan (Ba Wan; Globe Trek), Upcycled Fish Chowder (Planet-Topia) and Lime and Huckleberry Bars (Harmonized Well-Being).

Sparks Fly: The Chef Fusion Challenge



More fierce than ever before, Bell's Chef Fusion Challenge featured four teams from major industry brands – [Fuchs Gruppe](#), [Kraft Heinz](#), [Monin](#), and [OSI Group](#) going head-to-head in a timed culinary showdown. Tasked with incorporating taste technologies from Bell's BellTech® collection, each team fearlessly whipped up a refreshing beverage, savory plate, and sweet treat.

Guests voted in real-time while an expert panel of culinary and beverage pros chimed in with color commentary on flavor fusions, creative use of BellTech®, and more. And this year, not just one, but TWO winning teams stole the show, including Monin and Fuchs Gruppe.

Team Monin completely 'wow-ed' guests, winning Best Sweet and Savory Applications. Activating their culinary prowess, their "Green Eyed Kat" incorporated Matcha Mouse, Black Sesame Caramel Mascarpone, Toasted Pistachios, and Miso Caramel Foam, featuring BellTech® Sweetness Enhancer (Sweet Application). Their "Yuzu Pork Belly Bao Bun" blended 24-hr Sous Vide Pork Belly with Yuzu Pineapple Umami Glaze, Yuzu Pickled Carrots, Spicy Mayo, Micro Greens, and a Steamed Bun, spotlighting BellTech® Umami Enhancer (Savory Application).



Back for the second year in a row and no stranger to the competition, Fuchs Gruppe secured a well-deserved win for Best Beverage Application, providing guests with a refreshment they kept coming back for. Their "Crushed Moon," an unconventional take on a Blue Moon and popular on the East Coast, incorporated Fresh Squeezed OJ, Vanilla Vodka, Orange Vodka, Triple Sec, and Vanilla Ice Cream Cold Foam and featured BellTech® Sweetness Enhancer.



The prize? Bragging rights – and premium gifts including a Ninja Creami XL Deluxe, Bartesian Cocktail Maker, and a Ninja Double-Stack XL Smart 2-Basket Air Fryer.

An Evening to Remember

Between seriously delicious bites, feel-good sips, and memorable networking, guests left inspired by where flavors and taste technology are headed next – and how Bell is helping shape that journey.



"Our Spark Trends platform is all about unlocking creativity and research-driven flavor insight for our partners," added Kelli Heinz, Vice President of Marketing & Industry Affairs. "This event proves that innovation can be incredibly tasty, dynamic, and downright fun."

Want to Bring Spark Trends to Your Team?

To explore our [2025 Spark Trends](#) and/or schedule a presentation that brings these trends to life, connect by sending an email to spark@bellff.com.

Learn more about Spark Ignites 2025 by checking out Bell's [digital resource hub](#).

For more on Bell Flavors & Fragrances, visit www.bellff.com or follow Bell Flavors & Fragrances on [LinkedIn](#), [X](#), and [Facebook](#).

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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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