



Press Release

FOR IMMEDIATE RELEASE

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## Step Into the Wonder of Bell Flavors & Fragrances' FLAVORLAND at the 2025 IFT FIRST®: Annual Event and Expo, Where Joy-Driven Nostalgia Meets Taste-Driven Palates

*From reimagined classics to craveable new twists, experience Bell's global 'Purely Playful' trend in action at Booth S1629 in Chicago, IL from July 14-16, 2025*

**NORTHBROOK, Illinois – July 8, 2025** – Bell Flavors & Fragrances, Inc. (Bell) heads to the 2025 [IFT FIRST®: Annual Event and Expo](#) held in person and virtually from July 14-16 at McCormick Place in Chicago, IL.

Hosted by the Institute of Food Technologists (IFT), IFT FIRST®, one of the nation's largest business-to-business food innovation expos, brings together food scientists, R&D teams, dietitians, entrepreneurs and other professionals from around the world for three action packed days. This year's focus: addressing pressing food safety issues, from food additive reformulation to GRAS regulations, and beyond.

Themed *Bell FLAVORLAND*, a nostalgic nod to memorable flavors of years' past, Bell booth S1629 will feature sweet, savory and beverage creations that lean into playful and joy-driven flavors, and showcase Bell's global [Spark – Ignites Creativity, Inspires Senses®](#) program.

A key area of focus, the company will spotlight their BellTech® collection, an innovative flavor and fragrance technology platform, by incorporating solutions that help solve product development challenges around taste, such as boosting umami flavors and extending/replacing ingredients undergoing significant supply chain disruptions (e.g., vanilla).



"This year, we're bringing our global Macro Trend, **Purely Playful**, to life in *Bell FLAVORLAND*. This trend takes joy to the next level, celebrating small wins, lifting our spirits, and saying 'treat yourself' more often. It's about reimagining classic favorites and creating immersive, multi-sensory experiences that make us feel good – especially through impactful eating and drinking occasions."

**- Kelli Heinz, Vice President of Marketing and Industry Affairs**

### **Step Into a Whimsical Flavor Playground**

At booth S1629, IFT attendees can grab their Bell FLAVORLAND coloring book, their one-stop guide to navigating the company's Meat & Savory, Sweet & Dairy, and Beverage Application stations.

Each station will feature a flavor packed menu item(s), including a reimagined TV Dinner (Meat & Savory featuring Bell's Neostalgia trend), curated Slushies with Choice of Flavored Syrup (Beverage featuring

Bell's Sensorial Sparks trend) as well as Fruited Sour Hard Candies, Paper Dots and Vanilla Cream Cake Featuring Bell's Cocoa Reduced Chocolate Frosting and Egg Replacer (Sweet & Dairy featuring Bell's Treat Culture trend).



"Consumer craving for nostalgic flavors continues to exert influence on the market, and we see this in the U.S. and globally. Mintel data reveals that nostalgia not only drives preference for classic flavors, but also increases consumers' openness to innovation from brands they love and trust. Bell Flavors & Fragrances' menu reimagines classic foods and beverages with playful flavors and BellTech® technologies, which are intended to inspire the next wave of products. Our menu leans into familiarity, while pushing flavor innovation boundaries."

**– Justin Kozlowski, Vice President and Commercial General Manager, Flavors Division**

View a few highlights from Bell's standout menu available all day from Mon, July 14 – Wed, July 16:



### **Meat & Savory**

#### **TV DINNER**

"Unfried" Korean Chicken  
with Umami Bomb Butter,  
Five Spice Mashed Potatoes  
& Chicken Gravy

*Featured BellTech®: Natural  
Savoreast and Umami Flavors*



### **Sweet & Dairy**

#### **VANILLA CREAM CAKE**

with Cocoa Reduced Chocolate  
Frosting and Egg Replacer

*Featured BellTech®: Natural  
Vanilla Cream, Egg Replacer &  
Royal Dutch Type Cocoa Flavor  
+ 2x Pure Vanilla Extract*



### **Beverage**

#### **SLUSHIES**


with Michelada Syrup

*Featured BellTech®:  
Tomato Replacer and Kokumi*

### **Inspire Joy via Smile-Worthy Flavors at Bell Booth S1629**

Visit booth S1629 at IFT FIRST® for visionary flavor inspiration and to learn more about how BellTech® can elevate your brand's current product development efforts and future pipeline.

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In advance of the show, explore Bell's enchanting menu, relevant taste resources and so much more – [here](#).

For more on Bell Flavors & Fragrances, visit [www.bellff.com](http://www.bellff.com). And, be sure to get social with us by following 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 Institute of Food Technologists:**

*"Since 1939, the Institute of Food Technologists (IFT) has served as the voice of the global food science community. IFT advocates for science, technology, and research to address the world's greatest food challenges, guiding our community of more than 200,000. IFT convenes professionals from around the world – from producers and product developers to innovators and researchers across food, nutrition, and public health – with a shared mission to help create a global food supply that is sustainable, safe, nutritious, and accessible to all." [www.ift.org](http://www.ift.org)*