



Press Release

FOR IMMEDIATE RELEASE

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## **Bell Unveils Cocoa Extender Technical Guide to Support Brands Amid Global Cocoa Uncertainty**

*Bell's Guide Showcases How Brands Can Achieve Flavor Parity with Reduced Cocoa*

**NORTHBROOK, Illinois – September 26, 2025** – The cocoa industry is entering a period of unprecedented volatility. Cocoa prices surged to record highs in 2024, doubling per ton (Mintel, 2024), while global production dropped 14% (International Monetary Fund; Mintel). As a result, retail chocolate costs are projected to climb another 30% in 2025 (Food Business News, 2024), creating ripple effects across the supply chain. Facing these mounting pressures, manufacturers must find new ways to balance cost, supply, and taste.

Bell Flavors & Fragrances, Inc. (Bell) is proud to introduce its **Cocoa Extender Technical Guide**, featuring proprietary technology that enables up to 30% cocoa reduction in applications while maintaining authentic cocoa taste. Validated through Bell's Sensory & Consumer Science Center, this breakthrough helps brands reformulate confidently amid global cocoa uncertainty.



"Bell is committed to developing flavor innovation where we are passionate about crafting solutions that solve both short and long-term challenges," shares Karen Graves, Vice President, Shared Technical Services, at Bell Flavors & Fragrances.

### **Maintaining Cocoa Notes Despite Reduced Usage**

Bell's Cocoa Extender Technology has been validated to preserve authentic cocoa taste, even with up to 30% less cocoa. Sensory testing confirmed that key flavor attributes — including overall cocoa, roasted, nutty, and bitter notes — remain intact, delivering flavor parity with full-cocoa samples. This ensures manufacturers can reduce cocoa content without sacrificing the indulgent taste consumers expect.

By showcasing application demos and flavor pairing strategies, the guide demonstrates how Bell's Cocoa Extender works in practice while offering additional flavor options to round out cocoa profiles and meet evolving consumer preferences.

“Our priority is making sure that reduced-cocoa formulations still deliver the same depth and indulgence, and this technology achieves that balance. The strength of Bell’s R&D expertise ensures that performance is validated and reliable,” emphasizes Benjamin Stanley, CRC, Director, Sweet Applications, Flavor R&D at Bell Flavors & Fragrances.



### **Support Beyond Technology**

The Cocoa Extender Technical Guide also includes practical recommendations, usage levels, and formulation insights designed to accelerate product development. Backed by Bell’s global culinary expertise, on-trend prototypes, and market insights, the guide equips manufacturers with the tools to innovate quickly and effectively in a challenging marketplace.

**Want to learn more?** To request Bell’s Cocoa Extender Technical Guide presentation and explore how Bell can support your product development needs, contact [info@bellff.com](mailto:info@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 11 manufacturing plants worldwide including the United States, Canada, Mexico, Colombia, Brazil, Germany, India, Singapore, and China, with operating sales offices in more than 90 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)*

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