



IFT FIRST 2026



WHAT'S YOUR MOOD?

Today's busy consumers seek more than great taste. They crave experiences that lift spirits, ease stress and restore balance. **Flavor Your Mood** leans into this desire, celebrating emotional well-being as a main driver of holistic health and memorable flavor moments that put us in that oh-so-feel-good state of mind.

Explore a world where imaginative flavors spark creativity and inspire pure happiness.

Consumers are increasingly prioritizing their mental and emotional wellbeing, with 36% globally identifying it as their primary health goal.*

spark[®]
IGNITES CREATIVITY
INSPIRES SENSES



MARKETING CAPABILITIES

Since 2015, Bell's global Spark-Ignites Creativity, Inspires Senses® platform has outlined a world of new possibilities by forecasting influential Macro and Micro Trends in the flavor, fragrance and botanical industries.

Curious to learn more?

Ask us about a custom presentation that brings the trends to life via flavor and fragrance concepts!

THE ORIGIN OF
imagination



GLOBE TREK

Beyond the Map



PLANET-TOPIA

Innovating a
Plant-Forward Future



HARMONIZED WELL-BEING

Wellness In Sync



PURELY PLAYFUL

The Art of Having Fun



GENFLUENCE

Connecting
Generations,
Inspiring Change

MEET OUR GLOBAL SPARK® TRENDS

Bell's Spark® Trends platform tracks five key consumer Macro Trends that are impacting consumers today and in the future.

These Macro Trends, collectively identified by our global marketing teams, represent the core behavioral values shared by all humans.



A close-up, low-angle shot of a woman with curly brown hair and round glasses, smiling broadly and looking upwards. She is holding a white ceramic mug with both hands. She is wearing a brown knit sweater. The background is softly blurred, showing a window with light coming through. A white text box is overlaid on the left side of the image.

2 in 3 Consumers are interested in products that help them manage stress, anxiety, or emotional well-being.*

MOODIFY

At **IFT FIRST 2026**, Bell brings Moodify to life through an immersive sensorial experience where flavor meets feeling, unlocking the power of taste to transform mood and restore balance.

As emotional well-being becomes central to holistic health, Moodify reflects a shift toward flavor experiences that go beyond function, creating moments that calm, comfort, uplift, and energize.

Moodify challenges brands to design with intention, crafting flavors that respond to how people want to feel and turning everyday rituals into meaningful, mood-enhancing moments.

From soothing botanicals to bright, uplifting fruits and energizing spices, the future of flavor isn't just delicious, it's emotional by design.

IFT FIRST 2026 MENU

Taste Our *Moodify*
Themed Concepts

JOYFUL (Monday, July 13th)

Ube Cream Puff Slushie | Beverage counter

Galaxy Berry Slushie | Beverage counter

Yuzu Passion Fruit Ice Cream | Sweet counter

Happy Caramel Apple Pork Lollipop | Savory counter

ENERGIZED (Tuesday, July 14th)

Pistachio Pandan Matcha Slushie | Beverage counter

Campfire Cola Slushie | Beverage counter

Energizing Gummy Worms | Sweet counter

Energizing Coffee-Rubbed Chicken Cup | Savory counter

SERENE (Wednesday, July 15th)

Cooling Cucumber Calamansi Slushie | Beverage counter

Lychee Rosé Slushie | Beverage counter

Calming Affogato | Sweet counter

Tranquil Golden Milk Tea Mushrooms | Savory counter

Like the flavors you tasted?

**Scan the QR code to request
a sample today!**



JOYFUL (Monday, July 13th)

Ube Cream Puff Slushie | Beverage counter

Creamy vanilla complements the nutty complexity of Ube in this slushie syrup.

Featured Flavors:

Ube, Vanilla Cream

Allergens: None

Galaxy Berry Slushie | Beverage counter

This slushie syrup features a candied berry and grape profile that's out of this world.

Featured Flavors:

Blackberry-Raspberry, Concord Grape, Rainbow Cluster

Allergens: None

Yuzu Passion Fruit Ice Cream | Sweet counter

Served on mini cones with a flavored ganache core and decorated with fun sprinkles.

Featured Flavors:

Passion Fruit , Yuzu

Allergens: Milk, Soy, Wheat, Gluten

Happy Caramel Apple Pork Lollipop | Savory counter

Marinated pork lollipop with hibiscus-rose apples, finished with puffed rice and a swicy apple butter caramel

Featured Flavors:

Caramel, Hibiscus, Rose

BELLTECH™ Heating Agent and Super Savor

Allergens: Dairy

Produced in a facility that also processes the Big 9 allergens.
For Experimental Use Only.



ENERGIZED (Tuesday, July 14th)

Pistachio Pandan Matcha Slushie | Beverage counter

Global flavor pandan meets buzzy pistachio in this energizing matcha slushie syrup.

Featured Flavors:

Matcha Tea, Pandan, Pistachio

Allergens: None

Campfire Cola Slushie | Beverage counter

This slushie syrup will transport you to nostalgic summer nights by the bonfire, featuring a tingling agent and a toasted marshmallow profile.

Featured Flavors:

Caramel, Cola, Toasted Marshmallow

Allergens: None

Energizing Gummy Worms | Sweet counter

These sport drink inspired gummy worms pack 20 mg of caffeine a gummy. Highlighting Bell's Blue Freeze and Fruit Punch flavors as well as Masking capabilities.

Featured Flavors:

Blue Freeze, Fruit Punch

BELLTECH™ Masking Sensate

Allergens: None

Energizing Coffee-Rubbed Chicken Cup | Savory counter

Plantain cups with sweet potato, aji panca chicken, avocado yogurt, and crunchy seeds for an energizing, on-the-go bite.

Featured Flavors:

Aji Panca, Coffee, Jalapeno Pepper

BELLTECH™ Heating Sensate and Salt Enhancer

Allergens: Fish, Dairy, Tree Nuts, Sesame

Produced in a facility that also processes the Big 9 allergens.
For Experimental Use Only.



Cooling Cucumber Calamansi Slushie | Beverage counter

Crisp cucumber meets juicy calamansi in this cooling slushie syrup.

Featured Flavors:

Calamansi, Cucumber

BELLTECH™ Cooling Sensate

Allergens: None

Lychee Rosé Slushie | Beverage counter

Our tingling agent mimics carbonation in this lychee rosé slushie syrup, creating a premium profile designed to unwind.

Featured Flavors:

Lychee Rosé

BELLTECH™ Tingling Sensate

Allergens: None

Calming Affogato | Sweet counter

A calming riff on an a classic affogato, highlighting Bell's Honey, Chamomile, and Cardamom flavors.

Featured Flavors:

Cardamom, Honey, Vanilla

Allergens: None

Tranquil Golden Milk Tea Mushrooms | Savory counter

Tea-braised mushrooms deliver rich umami and subtle tannic notes, lifted by airy golden milk hollandaise with warm turmeric and ginger.

Featured Flavors:

Black Vinegar, Garlic, Ginger, Soy Sauce, Tea, Turmeric, Umami

Allergens: Soy, Wheat, Sesame, Dairy, Eggs

Produced in a facility that also processes the Big 9 allergens.
For Experimental Use Only.

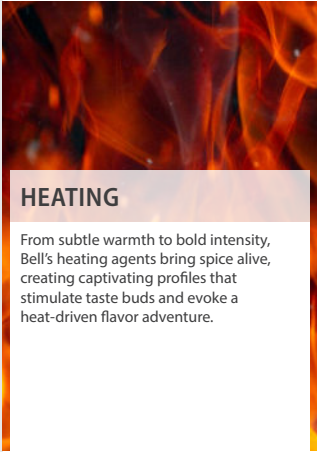


BELLTECH™

& Solutions

Bell's Performance Enhancers elevate sensorial experiences by adding depth, balance, and a burst of delight to food and beverage applications.

From warmth and coolness to tingling sensations and savory complexity, these unique solutions create truly memorable and immersive moments that satisfy the consumer's growing desire for everyday indulgence in products that awaken, excite, and elevate their senses in meaningful and lasting ways.



HEATING

From subtle warmth to bold intensity, Bell's heating agents bring spice alive, creating captivating profiles that stimulate taste buds and evoke a heat-driven flavor adventure.



UMAMI

Known as the "fifth taste," umami enhances richness and savory depth, and helping achieve craveable balance in sauces, snacks, plant-based foods and more.





COOLING

Cooling sensations bring clarity and refreshment to any application. Bell's Flavorists and R&D teams craft balanced cooling effects that deliver invigorating experiences with a clean, lasting lift.



TINGLING

Bell's tingling agents harness a variety of ingredients to create this dynamic sensation, adding dimension and intrigue to flavor profiles.



KOKUMI

Kokumi enhances depth, richness and roundness, creating lasting taste experiences that feel exceptionally satisfying.



MOUTHFEEL

Mouthfeel is the physical sensation that defines how consumers experience texture, creaminess, and body. This multi-sensorial solution enhances tastebud appeal in every bite and sip.



SUPERSAVOR

Supersavor enhances flavor intensity and extends taste impact, creating bold, authentic and balanced flavor experiences.



Collect 3 Mood Stamps to Win!

1. At Bell booth #722, visit each station (Sweet, Savory and Beverage) to taste mood-inspired food and beverage concepts featuring Bell's flavors.
2. On each day of the show (Mon - Wed), collect a stamp after tasting one concept at each station mentioned above.
3. Bring this card, complete with three stamps, to the front desk of Bell's booth (#722) be entered to win one of three valuable prizes!

Joyful



Monday

Energized



Tuesday

Serene



Wednesday

*Data provided by Bell's Consumer Studies, as well as sourced from industry leading trend platforms.

Bell Flavors & Fragrances



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