



Bell Flavors & Fragrances

Get In Touch With **Taste®** | Feel Nature's **Variety®**



CONTENTS

Your Partner in Flavor & Fragrance Excellence.....5

Our Expertise.....6

Spark Trend Forecasting.....9

Flavors.....10

Flavors & Processes.....16

Fragrance.....18

Naturals & Botanicals.....22

Fragrances & Processes.....24

Technology Platforms.....26

YOUR PARTNER IN FLAVOR & FRAGRANCE EXCELLENCE

We believe in collaboration and partnership to ensure that we deliver delight in every flavor and fragrance we develop.

Our customer-first mindset, fast turnaround times, and low minimum order quantities have made Bell an industry leader for more than 110 years.



**Rigorous quality
control measures**



**Best-in-class
service**



**Family-owned and
customer-focused**

EXCEPTIONAL SERVICE WITH GLOBAL CAPABILITIES

Our vast resources, including flavorists, perfumers, chefs, food scientists, and marketers, provide your brand with a global understanding and local support. Including our R&D, regulatory, and dedicated consumer science teams, Bell is able to create innovative and compliant products. With twelve manufacturing facilities and sales offices in over 60 countries, we serve over 100 international markets, utilizing the expertise of more than 1,000 employees worldwide.



OUR EXPERTISE

IT BEGINS WITH PASSION AND ENDS WITH INNOVATION.

At Bell, our expert Flavorists, Application Specialists, Perfumers, and Fragrance Developers are driven by a singular mission: to collaborate with our customers in crafting exceptional taste experiences and captivating fragrances. By leveraging our proprietary technologies, we ensure that every product delivers unmatched benefits that resonate with consumers.

Dive into a world where flavor and fragrance come alive through our technology platforms: Olfactive DNA, Naturals & Botanicals, Performance, and Neutralization. These pillars not only form a global framework but also ignite cross-functional collaboration, where flavorists and perfumers share technologies, approaches, and ideas with one another, fostering synergies that propel our organization forward.

As the market rapidly evolves, so do we. At Bell, you can trust us to provide high-quality, forward-thinking flavor and fragrance solutions tailored to meet the demands of today and tomorrow.





SPARK® TREND FORECASTING

THE ORIGIN OF IMAGINATION.

Since 2015, Bell's Spark Trends platform has been the catalyst for creativity and the future of flavor and fragrance innovation. Spark functions as a visionary tool that helps customers navigate today's consumer landscape with insight and foresight.

Spark answers key questions: How are consumer preferences shifting? What are the next big flavors, fragrances, and botanicals? And how can brands deliver on-trend products amid global disruptions?

Our experts combine these insights with knowledge of global culinary and fragrance influences, market dynamics, and innovations to forecast the future of flavor, fragrance, and botanical trends. With Spark, Bell empowers customers to stay ahead in a rapidly changing world.

FLAVORS

Get In Touch With Taste®

Our capabilities include: market analysis & consumer insights, trend presentations, new product development/white space exploration, flavor creation, sensory evaluation, regulatory expertise, and R&D bench support.

Our creative development team, alongside our executive culinary chef, thrives on pushing boundaries to develop sophisticated flavor innovations. From concept to completion, we partner with food manufacturers to deliver the bold, on-trend flavors that meet evolving consumer demands.

We take pride in our USDA flavors, including USDA Organic flavors and USDA Kettle Crafted Meat flavors made with organic ingredients. These USDA certified flavors ensure your products meet the highest safety and quality standards, boosting consumer confidence and setting your brand apart.

SAVORY FLAVORS

We craft an extensive range of savory flavors—from spicy to tangy to umami—that bring today's trending products to life. As health-conscious, on-the-go consumers demand foods that are not only convenient and nutritious but also packed with flavor. Whether it's low-cal, low-carb, or low-sodium formulations, we have Belltech® solutions to cater to the most refined palates.



SWEET & CONFECTIONERY FLAVORS

Our confectionery flavors range from indulgent to true-to-fruit and everything in between. We also create flavors for bakery and dairy applications by focusing on rich, natural profiles that enhance sensorial experience. Our success lies in deeply understanding consumer preferences, enabling us to craft flavors that keep our customers at the forefront of the evolving confectionery, bakery, and dairy markets.



BEVERAGE FLAVORS

At Bell Flavors & Fragrances, our careful selection of raw materials and advanced processing technologies enables us to deliver tailored, integrated solutions. From wellness drinks and lifestyle-inspired soft drinks to complex alcoholic beverages, our flavorists and beverage technologists provide the expertise that drives the success of your portfolio.



BAKERY FLAVORS



DAIRY FLAVORS



PET FOOD FLAVORS



SUPPLEMENT & FUNCTIONAL FLAVORS

FLAVORS & PROCESSES

At Bell, we offer a diverse range of flavor forms, including liquid, powder, spray dry, and paste, with advanced capabilities. Our Belltech® flavor solutions include flavor enhancers, masking agents, bitterness suppressors, heating and cooling agents, salt reducers, and replacers for vanilla, cocoa, honey, sweeteners, as well as other replacers upon request.

Our manufacturing prioritizes flexibility, customization, and responsiveness, which allows us to craft dynamic, custom flavor profiles that reflect your brand’s unique taste.

**Exceptional customer service isn’t just a priority
—it’s the Bell way.**

BELL’S FLAVOR CAPABILITIES



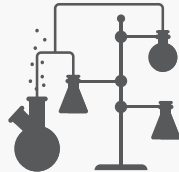
Liquids



Spray
Dried



Emulsions



Extracts



Blended



Reaction

FLAVOR APPLICATIONS

- Beverages
- Confectionery
- Dips/Sauces
- Lip Balms
- Oral Care
- Pet Care
- Savory
- Seasonings
- Snacks
- Soups
- Supplements
- Syrups

LABELING & CERTIFICATIONS AVAILABLE

- AAFCO
- Gluten-Free
- Kosher
- Natural, N&A, WONF, Artificial
- Organic
- USDA

FLAVOR TECHNOLOGIES

- Alcohol Smoothers
- Extended Shelf Life
- Extenders & Replacers
- Masking Solutions

BELLTECH®

FRAGRANCE

Feel Nature's **Variety**®

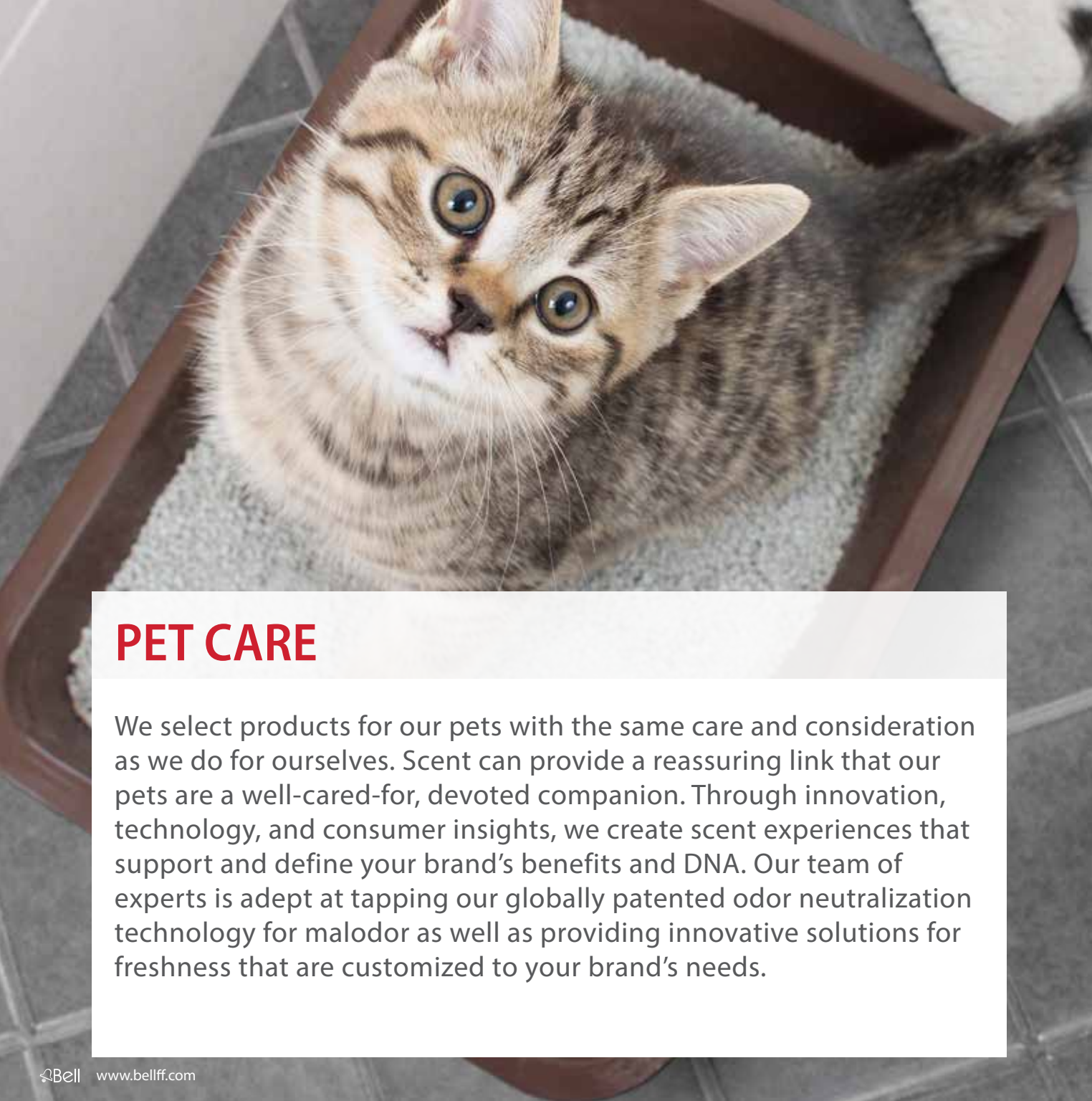
Scent evokes memories. Whether it's a favorite fragrance, freshly washed laundry, or the aroma of morning coffee, fragrance adds texture to everyday life. Through innovation, creativity and technology, Bell creates fragrances for personal care, pet care, and home care.

Our perfumers build creative expressions that bridge art and science to create consumer delight throughout the day. We invite you to work with our passionate team of fragrance artisans to create your brand's unique fragrance signature—its olfactive DNA, for brand, performance, concept, and emotional fit.



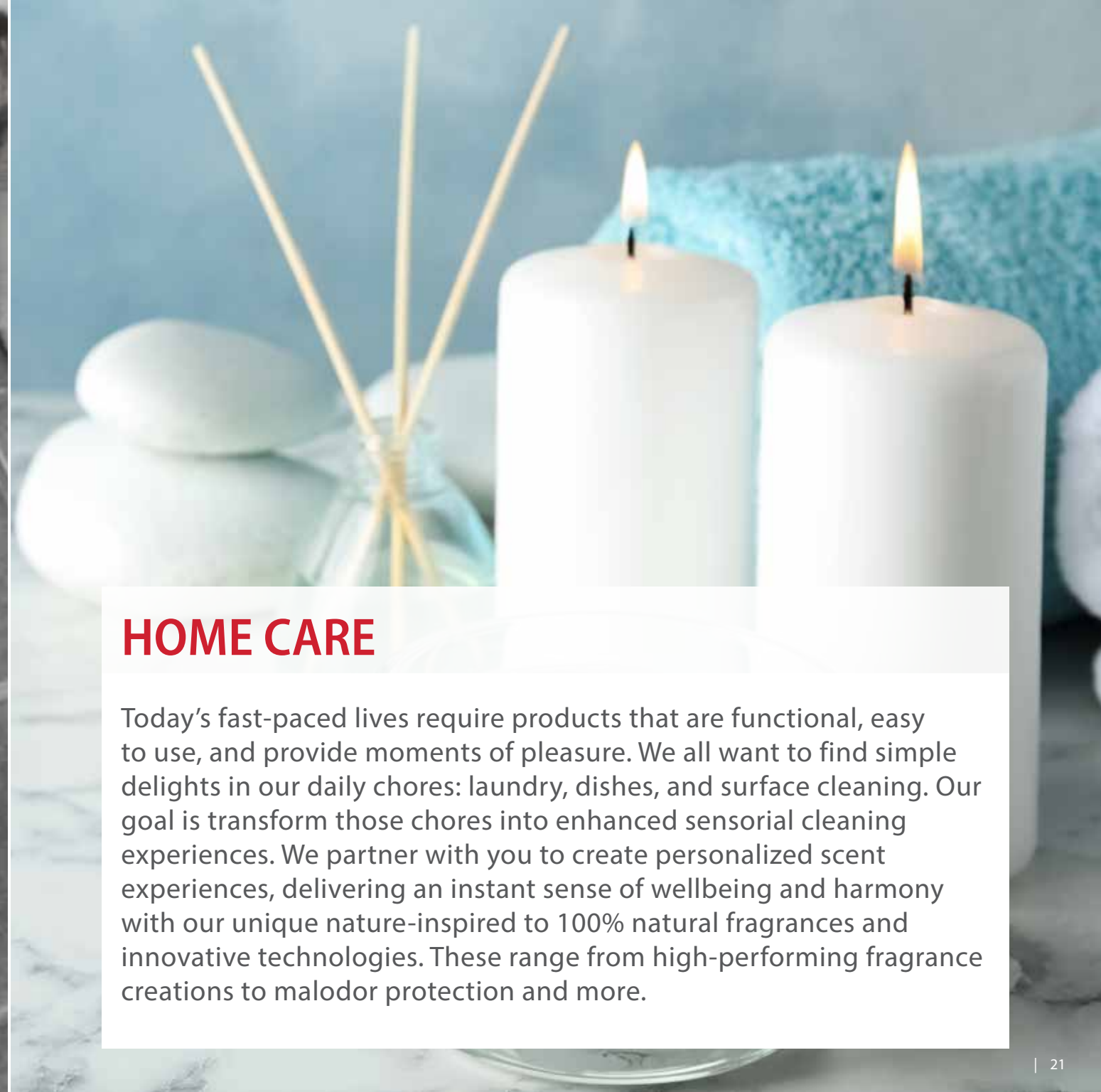
PERSONAL CARE

The minute we wake, our senses are engaged with the world around us. The scent of our shower gel, soap, lotions, and hair care products can set the mood of our day or evening. With an eye toward lifestyle-trends, we look to partner with you to create iconic scent signatures. Our team of experts is adept at meeting the technical challenges of many formulations as well as providing innovative solutions that are customized to your brand's needs.



PET CARE

We select products for our pets with the same care and consideration as we do for ourselves. Scent can provide a reassuring link that our pets are a well-cared-for, devoted companion. Through innovation, technology, and consumer insights, we create scent experiences that support and define your brand's benefits and DNA. Our team of experts is adept at tapping our globally patented odor neutralization technology for malodor as well as providing innovative solutions for freshness that are customized to your brand's needs.



HOME CARE

Today's fast-paced lives require products that are functional, easy to use, and provide moments of pleasure. We all want to find simple delights in our daily chores: laundry, dishes, and surface cleaning. Our goal is transform those chores into enhanced sensorial cleaning experiences. We partner with you to create personalized scent experiences, delivering an instant sense of wellbeing and harmony with our unique nature-inspired to 100% natural fragrances and innovative technologies. These range from high-performing fragrance creations to malodor protection and more.



NATURALS & BOTANICALS

Our palette of natural ingredients is our crown jewel. Bell's success with naturals comes from years of selecting exceptional natural ingredients, giving our perfumers and flavorists the best raw materials with which to create. Our naturals are the building blocks that they use to design vibrant blends that elevate the senses. Bell has over 50 years of expertise in natural creation, combined with an unwavering commitment to creating safe and sustainable products.

NATURALS & BOTANICALS

Belltanicals®

By closely watching market and consumer trends, Bell's botanical extracts enhance your product's performance, add consumer appeal, and in some cases, become the very core of your brand's identity. Bell also offers a range of food-grade botanicals that, although they may come from the garden, are far from garden variety.

ActivNaturals

Bell has taken natural creations with fragrance and botanical blends to a whole new level. These fragrances are not only beautiful creations, but they also serve unique functions such as malodor neutralization, long-lasting deposition, and insect-repellent qualities to name a few.

Microcreation

Every drop matters! Our perfumers consider the olfactive impact of every single ingredient. We intentionally develop formulas for sustainability advantages, including reducing carbon footprint, minimizing packaging, and reducing shipping costs. Success is achieved by mastering our natural palette and utilizing our Eco Creation Product Development tool.

FRAGRANCE & PROCESSES

At Bell, we create unique and innovative fragrances in a variety of forms, including oil and water-soluble, encapsulated, and dry blends, tailored for personal care, pet care, and home care products.

Our manufacturing reflects our commitment to flexibility and customization. We understand that every customer has different needs. Whether you require a specific packaging increment, or are a first-time customer with unique order requirements, we'll find the right solution for you.

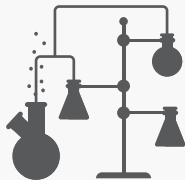
Known for our rapid response and reliability, clients trust us for fast turnaround times. We even staff a third shift to handle last-minute or emergency orders.

**Personalized service is more than our priority
—it's the Bell way.**

BELL'S FRAGRANCE CAPABILITIES



Liquids



Extracts & Infusions



Spray Dried

FRAGRANCE APPLICATIONS

Bell's unique fragrances and botanicals have the ability to define products aesthetically, functionally, and to distinguish brands. Whether it's from the bottle, in-use, or providing all-day freshness, we provide creations that consumers will fall in love with over and over again.

Customers use our Fragrances, Botanicals, and Infusions in a wide array of applications, including:

- Personal Care
- Pet Care
- Home Care

LABELING & CERTIFICATIONS AVAILABLE

- 100% Natural
- 100% Plant Based
- Allergen Free
- Clean Label

FRAGRANCE TECHNOLOGIES

- Olfactive DNA
- Naturals & Botanicals
- Performance
- Neutralization

BELLTECH®

TECHNOLOGY PLATFORMS

*CRAFTING THE RIGHT FLAVORS
AND FRAGRANCES IS JUST PART OF THE STORY.*

At Bell, we take an all-hands-on deck approach to finding solutions and creating opportunities that help you succeed. Our whole team is there for you from start to finish and beyond—it’s the Bell way of doing business.

Bell’s dedicated team of highly skilled Flavorists, Perfumers, Application Specialists, Evaluators, and Sensory Scientists partner with you to create great taste and sensational fragrances by tapping into our proprietary technologies that deliver benefits to delight consumers.

BELLTECH®

FLAVOR & FRAGRANCE

	
Olfactive DNA	Naturals & Botanicals
Fit to Brand & Concept Fit to Performance Fit to Emotion Supported by Sensory & Consumer Insight	Bell Head Space Technology Performance Naturals Regulatory Expertise Belltanicals®
	
Performance	Neutralization
Customized Raw Material Studies Delivery Systems Extenders & Replacers BellFusion – Perfumer & Flavorist Collaborations	Globally Patented Technology Customized Neutralization 100% Natural or Nature Inspired Sensory Expertise in Methodologies & Measurement

SCAN THE QR CODE
For More Information & To Request A Sample.



Bell Flavors & Fragrances

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