

SOCIETY NEWS

THE SOCIETY OF FLAVOR CHEMISTS, INC



Board of Directors
2018-2019

President's Message

Sam Tharpe 2019

Dear SFC members,

Happy 2019 and never fear, spring is right around the corner. It is a large corner, but it is there!

It has been an incredible term thus far and it wouldn't be possible without all the volunteers that support the SFC! We have a very dynamic board and our committees, lead by talented committee chairs continue to exceed expectations. This term has given me an opportunity to strengthen my leadership skills but I realize it is the excellent leaders behind the scenes that make being president of the SFC a much easier task!



Continued on page 2

In this issue:

1 President's letter	9 Meetings
3 Flavor Symposium	12 Flavorcon 2018
4 New members	15 Trends!

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President's Message - continued

Sam Tharpe 2018—2019

I would like to invite all our membership to become involved. It is an excellent opportunity to get to know your peers in the industry and strengthen your leadership skills! Ask any board member or committee member how you can volunteer. We are currently seeking someone to fill the position of board treasurer. The treasurer's position is a two year term with advancement through the board chairs, with a total commitment of five years. Please contact Lisa Vaughn at chairman@flavorchemist.org if you or someone you know is interested.

Symposium plans are well under way! Mark your calendars to attend this every 5th year tradition of the SFC on October 16th & 17th. You should have received our electronic postcard. Rest assured more communications will be coming your way! Our speaker line-up is just about complete with our program being designed "By Flavorists for Flavorists". Our program promises to be educational and entertaining. The symposium committee is planning a special dinner on the first evening of our event that promises to be memorable and a multisensory experience!

Invitations for sponsorships of the SFC Symposium will be coming out shortly. If your company would like to be a sponsor, please contact Justin Kozlowski at symposium@flavorchemist.org There will also be plenty of opportunity to volunteer as our event gets closer. Registration is already posted and active on our website so you can sign up as soon as you finish reading this letter! It truly is going to be a Symposium that offers unique perspectives for trainees as well as seasoned Flavorists. 2019 promises to be filled with great meetings as well! Below is the schedule for the remainder of the term.

March 6, 2019 – California – Annual West Coast Flavor Forum – no SFC meeting

April 18, 2019 – Cincinnati – always a great meeting in a city that reinvents itself every year!

May 9, 2019 - Newark, NJ - Roundtable – speed vendor presentations and SFC term wrap-up

Our Scholarship committee is currently working hard, reviewing the applicants and selecting the winners of the Jogue and Jaggard Memorial Scholarships. Candidates chosen will be speaking at a future SFC meeting.

I wish to thank everyone for their continued support of the SFC and those who work so hard to make it the respected organization it is today. I look forward to seeing you at future meetings!

Best regards;

Sam Tharpe

SFC President 2018-2019





Society of Flavor Chemists Flavor Symposium

October 16—17, 2019

Princeton NJ

A graphic for the Society of Flavor Chemists Symposium 2019. It features a central blue hexagon with the letters "SFC" inside, surrounded by five circular images of various flavors: chocolate, citrus, vanilla, coffee, and mint. The background is light blue with a faint world map and water droplets.

Society of
Flavor Chemists
SYMPOSIUM 2019

“Creating Flavors for a
changing Global Market.”

October 16th-17th, 2019

Hyatt Regency Hotel, Princeton, NJ

FOR MORE DETAILS GO TO:
flavorchemists.com

“By Flavor Chemists, For Flavor Chemists.”

Welcome, New Members! September Meeting in Chicago



New members voted in at the Chicago meeting

(R to L) Rex Jackson, Andrew Marquez, Ryoji Maeda, and Holly Bohlke

Current SFC Full Certified Members!

Help lead the SFC! Nominate a member (or yourself) for the SFC Treasurer’s position by emailing:

nominating@flavorchemist.org

We're saving a seat for
you on the SFC Board!



Welcome, New Members!

From the September Meeting in Chicago



Ryoji Maeda— Upgrade to Certified

Ryo was born in Japan, but was raised in New Jersey almost all of his life. He graduated from Rutgers University with a Bachelor's Degree in Food Science. Cooking has always been fun and he always enjoys trying and sharing new food from different cultures. Ryo has been very fortunate to be part of an industry that keeps him on a constant sear for new experiences for novel creation. He has a very active lifestyle that includes many outdoor activities that he plans to share with his daughter Roza-lia.

Holly Bohlke— Upgrade to Certified

Holly completed her Master's Degree in Food Science from the University of Illinois—Urbana-Champaign through their online program in 2015. She also holds a Bachelor's Degree in Food Science and Human Nutrition from the same university. Holly was born and raised in Chicago and currently resides in the Norwood Park neighborhood of Chicago with her husband Dan. She is passionate about science and also loves to cook. Her other hobbies include playing softball, watching sports, working on home improvement projects, travelling, and visiting different professional baseball stadiums around the country with her husband.



Rex E Jackson—Apprentice

Rex is from Antioch, Illinois. He grew up in a farming community of less than 1000 people. In his free time, he likes spending time with his dogs, travelling to new places, and working on his house. He currently works for Bell Flavors and Fragrances.



Andrew Marquez—Apprentice

Andrew is training to become a certified flavor chemist at Flavor Development Corporation in Norwood, New Jersey. He enjoys playing tennis and travelling. Everybody in Andrew's family is a nurse. His father deals with surgeries/operations, his mother is in the maternity ward, and his sister is in oncology. The medical profession was not for him, so he pursued a career in chemistry, which was his favorite subject in school. Andrew has no idea about flavors until his time at PepsiCo as a lab technician. It was then he knew that he wanted to become a flavor chemist.



Welcome, New Members! October Meeting in New Jersey



New members voted in at the Chicago meeting

(R to L) Anusha Sampath, Jason Darling, Thomas Masetti, and Jessica Lopez

Voted in at Flavorcon 2018—Scott Rankin and Angelo Dimitriou

Welcome, New Members!

From the October Meeting in New Jersey



Anusha Sampath — Upgrade to Certified

Anusha has been working at the IFF, Dayton facility for the past seven years and is currently working in the Sweet Category (Bakery and Confection). She has a Masters of Science Degree in Food Science from Rutgers University and has a great passion for cooking and singing. On her personal life, she loves to watch funny movies and spend

time with her family.

Thomas Massetti—Apprentice

Thomas received his Bachelor of Science Degree in Chemistry from Hofstra University. He is currently working at Craftmaster Flavor Technology of Amityville, New York. He joined the SFC to expand his knowledge of the flavor and fragrance industry and to advance his career.



Jason Darling—Upgrade to Certified

Jason is from Burlington, New Jersey. He graduated from Delaware Valley college with a Bachelor of Science Degree in Animal Science. He entered the flavor industry twelve years ago via Spicetec Flavors & Seasonings, then transitioned to his current role with IFF. Outside of industry, Jason enjoys travelling, the outdoors, and spending time with his family.



Jessica Lopez — Apprentice

Jessica has a love for art. She likes to crochet, rehab furniture and make mosaics. She also loves to run and has ran a couple of full marathons. This year, Jessica took on the task of learning to play the piano, which has been a dream of hers. In addition to all of her hobbies, she loves to travel. Last year, Jessica went to Machu Picchu in Peru and went ziplining over the cloud forests in Costa Rica! She hopes to add more stamps to her passport in the future.



Welcome, New Members!

From the FlavorCon in New Jersey

A short business meeting was held at FlavorCon 2019 in Atlantic City. Two candidates were voted in,

Angelo Dimitriou — Upgrade to Certified

Angelo is married to his beautiful wife, Joann and has two girls, Brittany age 20 & Alexis age 10.

He has a Pug named Munchkin. Angelo also enjoys sports, food, beer, poker and traveling to tropical places.

Derek Rankin— Upgrade to Certified

Derek Rankin is 31 years old and from Flemington, NJ. He received his BS in Biology from Centenary University in 2010. He currently lives in Basking Ridge, NJ. Derek's journey in flavors began in 2010, under the direct supervision of Dolf DeRovira in South Plainfield, NJ. After four years and falling in love with this career, he took the biggest risk of his life to date by moving to Chicago, Illinois to learn the art of Savory Topnote Flavor creation from David Straus and Aaron Graham. The risk paid off, and he was accepted into the SFC during my tenure there in 2015.

Derek is currently with PepsiCo, learning the beverage industry and am excited to see what great experiences the future holds.



Save the Date!

Society of Flavor Chemists Flavor Symposium

October 16—17, 2019

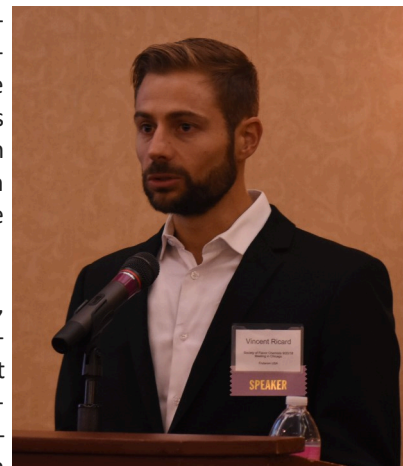
Princeton NJ

September Meeting in Chicago—by Holly Bohlke

The 436th meeting of the Society of Flavor Chemists was held on September 20th, 2018 at the Chicago Hilton Oak Lawn in Oak Lawn, IL. Justin Kozlowski served as the meeting chair and did an excellent job organizing the event for over 75 attendees.

The first presenter of the afternoon was Vincent Ricard with Frutarom, who presented on the topic of Food Protection and Oxidation Management Solutions. Vincent thoroughly explained how detrimental oxidation can be for food and beverages and presented new technology offered by Frutarom to help slow the rate of the reaction. Oxidation causes undesirable flavor changes, rancid off-notes, changes in color and product appearance, and many times loss of nutritional value in foods. This self-propagating reaction is not reversible and is seen predominantly in fats and oils as lipid oxidation. Antioxidants prolong the start of fat oxidation process by donating hydrogen atoms and can be measured by peroxide value. The lower the peroxide value, the better the material's antioxidant properties.

Many naturally-derived antioxidants are available, notably Vitamin E, rosemary extract, and acerola cherry extract. Synthetic antioxidants that are still widely used today but are losing favor include BHA, BHT, propyl gallate, TBHQ, etc. Utilizing a naturally-derived antioxidant in flavor or food product has many advantages, especially with the ability to be labeled as natural flavor in the case of rosemary and acerola cherry extracts. The products discussed in further detail were carnosic acid and rosmarinic acid, the active antioxidant compounds found in rosemary extract. Carnosic acid is utilized in oil soluble applications (meat, oils, fats, nuts, seeds, frying oils, citrus oils) whereas rosmarinic acid is used in water soluble products (flavors, beverages) and to prevent vanillin degradation. The audience sampled lemonade containing 40ppm rosmarinic acid against a control sample and evaluated the difference in citrus flavor retention, retention of citral, and overall color stability in the sample containing the antioxidant.



Next, Dr. Sara Risch, PhD spoke on the topic of Flavor and Package Interactions. This interesting discussion explained how packaging influences flavor interactions and flavor stability. Dr. Risch provided a thorough overview of packaging, including a history of some of the earliest advances in food package technology. Metal cans, collapsible tubes, plastics, crown bottle closures, glass, and polyethylene plastics serve important functions to protect food from at all levels from production, to retail storage and ultimate end use by the consumer. Being able to utilize packaging that is easy to ship, prevents product damage, prevents light/oxygen, and meet consumer expectation are all challenges faced by package engineers in the industry.

Flavor and package interactions were a main topic of this presentation. As packages are not inert materials, undesirable migration or permeation can occur. This happens when active compounds such as additives, adhesives, or printing inks in a package move into the product, damaging the product's quality and flavor. An example of this occurring from the speaker's experience was when off flavors in frozen meals (TV dinners) were being caused after the transition from an aluminum tray to a plastic tray. The issue came from the scalping or absorption of materials from the plastic into the product. This also occurs in toothpaste tubes, where occurrences of volatile loss and dramatic changes in flavor were noticed when different packaging materials were tested. Examples of permeation and contamination by outside aroma factors and positive examples of permeation and package interactions were also discussed.



September Meeting in Chicago (cont'd)

Lastly, J.D. Vora from Mane Flavors presented an Overview of Essential Oils with Emphasis on Stability. As Mother Nature's flavors, J.D. emphasized how important essential oils are to flavors and how using them can enhance the organoleptic properties and create an overall more enjoyable taste and aroma experience. Referencing the three main essential oil "Bibles" written by Arctander, Lawrence, and Guenther, J.D provided an educational lesson on essential oils, methods of extraction, and flavor stability of oils.

The starting materials for essential oils that are commercially available for use in flavors and foods are derived from herbs, spices, or fruit. Parts of the plant that contain volatile compounds are the twig, root, seed, leaf, fruit, bark, flower, and peel. Extracting from any of these parts of the plant yield different essential oils of varying complexity and differ depending on growing region. For the best cinnamon, head to Sri Lanka or Ceylon, for example. Production methods heavily influence the flavor and quality of the oils. Steam distillation is the most common method for oil recovery. For citrus oils, the best process methods are the FMC and Brown methods as well as the Pellatrice method used in Italy. Fractional distillation, molecular distillation, and azeotropic distillation are other less common production methods. The stability of oils can be extended through encapsulation methods, folding to remove terpenes, or the addition of antioxidants.



Special thanks to all of the presenters for taking the time to prepare and present such wonderfully useful information to the audience! A brief business meeting followed the afternoon sessions of informative presentations. We enjoyed an energetic cocktail hour while socializing with our fellow flavorists and industry professionals.



October Meeting in New Jersey by Scott Michaluk

"The Phenomenon of Vaping"

Dr. Raymond Niaura, Professor of Social and Behavioral Sciences,

Global College of Public Health, NYU

Vaping is a new area of flavors and it certainly has its share of controversy surrounding it. To help understand it better Dr. Niaura went thru a quick history of tobacco and the regulations that are currently in place and transitioned into the much less regulated area of vaping flavors which is rapidly growing. Where traditional cigarettes are not able to have certain flavors in them e-cigarettes do not have these restrictions as they are not combustible products. So, in vaping we are seeing a multitude of flavor from Crème Brule to Bubble gum and even butter flavors. This presents some questions as there is no long-term use of flavors by inhalation and we don't understand what the effect will be by using flavors in this way.

Dr Niaura continued to talk about some of the ways that the industry has tried to curb smoking and when compared to nicotine gums it appears that vaping is helping people to reduce or quit smoking with better success than the current FDA approved methods. The issue becomes that these products become appealing to a younger crowd. In studies it was found that 81% of teens said flavors are a big part of the appeal of E-cigarettes. In response to this rapid increase of use by teens the FDA is looking into moderating some of the advertising and is also looking into a method to understand the ingredients used in these vape flavors. It has been suggested that they might ask for complete disclosure of ingredients in the products which could be a concern for IP of companies creating vaping flavors.

In the end Dr. Niaura said that for existing smokers these products can be a great tool to use to quit smoking as they currently seem to be much less harmful than traditional methods but is concerned by the adoption of teen non-smokers.

"Flavor Freedom, Cultural Curiosity & Brand Betrayal"

Patricia Fiore

Chief Inspirational Officer at Fiore

For the CSA presentation Patricia presented on the future of flavor trends and the rise of individualism. She said that in today's world staying ahead of trends takes more than insight. These new trends are coming from all sides whether it is a celebrity chef or a mixologist. In this day and age, the boundaries of flavor creation are being explored due to consumers desire for new experiences in the food space. New spaces for food and flavor are being created by trends such as extreme sports and the desire to celebrate many occasion and not just a few. This has created a desire by consumers to explore new flavor mash-ups and different textures and mouthfeels. Patricia went on to describe some of the emerging themes and flavors that she was seeing. Things like earthy notes in foods which were once a challenge to cover up with flavor are becoming desirable. Plant based products are becoming more premier. Caffeine is finding its way beyond energy drinks and coffee/tea. International themes are becoming more and more popular. Millennials seeking experiences without traveling are increasingly wanting to eat unique cultural dishes. Snacking anytime remains popular. Desserts are going beyond sweet and incorporating savory aspects. Sauces are taking a spotlight on the dish. Healthy halo continues to be important to consumers.

At the end of the presentation Patricia said that the time is right to push further and harder in creating new flavors and experiences. The consumer wants to be tempted into new possibilities and now is the time for provocative flavors to find a home in consumer products.



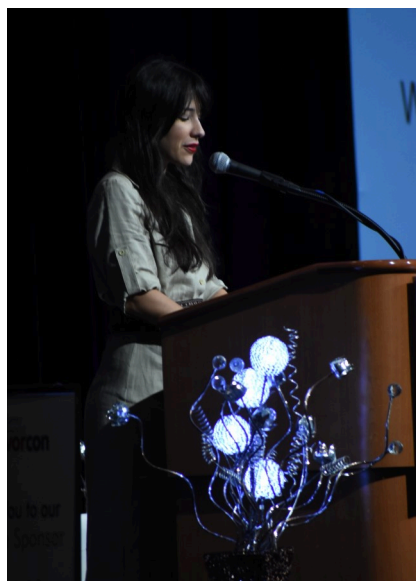
FlavorCon 2018

by Shane T McDonald

Flavorcon is a series of technical/marketing conventions put on by Allured Publishing, who prints “Perfumer & Flavorist” magazine. 2018 is the fourth time it was held, initially biennially, now being held annually. It tends to be less technical than Society of Flavor Chemists meetings. The format this year consisted of twenty-eight presenters, along with a supplier exhibitors room that took place during breaks, with about 47 suppliers. There was also an Innovation stage near the expo with essentially informercial presentations. In addition, there was a networking reception the first night, and a smaller reception the second night followed by a Women in Flavor and Fragrance Commerce (WFFC) reception. The conference organizers claimed over 500 attendees (attendees could come for one day pass or for the entire conference). The conference was held at Harrah’s Resort in Atlantic City, NJ.

The first day started with a Keynote speaker Rodolfa Estrada, Director of Culinary/R&D/Innovation for Subway LatAm. He described the innovation cycle at Subway. They start with ethnographic research (consumer needs, areas of opportunity, shifts in public perceptions) and thematic research (developing a theme that is consumer relevant). This is followed by concept development (paper development and consumer validation), prototype development, limited launch to prove the concept and establish supply chain. Any additional tweaks are made and then launch.

The second keynote presentation was presented by Matthias Guentert and Ketan Shah, both consultants. Guentert mostly discussed trends, the most prominent was closeted as “Free from”, “Natural/organic/clean ingredients and “Healthy for You”. These trends are driven mainly by Millennials. He was excited by the use of “flavors with modifying properties” (FMP), which are FEMA GRAS compounds with no flavor effect by themselves but can cause desirable enhancement or suppression, such as sweetness enhancers or bitter blockers. Shah warned of “stacking”. This would be the use multiple FMPs in the same formulation/product. The problem is that the various FMPs can modify each other, so that a FMP that



typically is not sweet by itself, will become noticeably sweet when enhanced by other FMPs. In order to be an FMP (and thus be labelled as “natural flavor”), the individual FMP cannot have a discernable taste.

The next presenter was Shane McDonald, presenting “The heat is on! The world of specialty peppers”. Shane covered the hot and spicy market research Kalsec® has conducted in previous years.



FlavorCon 2018 cont'd



DK Weerasinghe (consultant) discussed the future of grill flavors, especially in light of the EU banning most common grill flavors (from Red Arrow). In effect, the EU decided that there was not enough information of the safety of grill flavors, so it got put into the dreaded “other” category. There is a company in Europe selling EU “safe” grill flavors. Weerasinghe felt that suitable grill flavors could be made using Maillard browning reactions as a base, with FMPs and compounded topnotes to finish the flavor. He came up to me later and said that we should look into the flavor enhancing properties of paprika.

Amy Marks-McGee, consultant, presented some more trends. Millennials seem to like food museums, such as the museum of ice cream. They like Instagram-sharable experiences, such as Harry Potter themed restaurants. She also discussed novel crossovers such as sour patch yogurt, and innovative packaging like packaging you scan with your smart phone which then plays a story.



Christina Applegate of Ginko Bioworks presented next. She was excited by the capability of fermentation technology to make flavor and fragrance ingredients, as well as having a

“wellness” halo. She pointed out microbial chymosin, so you don’t have to slaughter veal calves, the heme colorant in the Impossible Burgers, and microbial omega three fatty acids so you don’t have to get it from the increasing overfished seas. She described the technique they used. In her opinion, genetic engineering was “technically natural” and produced ingredients that were “technically non-GMO”. She suggested that such products should be labelled “partially produced by genetic engineering”. She felt that if you were upfront on the technology, most consumers would not care. She pointed out to market data that showed labelling GMOS did not materially affect sales.



Joanna Drake, General Counsel for the Flavors and Extracts Manufacturers Association (FEMA) discussed the history of flavor regulations and FEMA’s role in it. She said the USDA will be requiring GMO labelling by the end of the year, and FEMA continues to battle California Prop 65. She emphasized when using a flavor ingredient, find out what the appropriate regulatory authority to use. That will be your guide to labelling.



The last presentation on the first day was Joe MacDonald, President of Global Planning for IFF. He addressed the continuing problem of getting products out on time.

His solution was PREX, or Predictive Execution. It starts with prediction modelling, then machine learning, then machine execution, followed by PREX. The planning is based on leading indicators instead of lagging indicators.

The second day started with another keynote speaker Catalina Lee of Colgate Palmolive. She said that mint provides a solution for the needs of oral care. It masks undesirable notes and it imparts a cooling refreshing feeling. The usual mint varieties are *Mentha piperita* (peppermint, for cooling and flavor) and *M. arvensis* (corn mint, used as a source of menthol). Other mint species include *M. spicata* and Scotch mint, a hybrid. Other cooling spices used include wintergreen and Eucalyptus. A host of other spices can be used in low levels for subtle character or high levels for recognition, including spices (cinnamon, clove, anise and vanilla), citrus for the middle east (lemon lime, and orange) and floral for Asia (rose, lavender, lily and jasmine).



FlavorCon 2018 cont'd



Chef Richard Calladonato (ex Campbells) talked about “Developing Flavors: Where culinary classics meet the flavors of tomorrow”. He stated some trends: alternative meats, curries, sweet & savory, food fashion, food halls, and fermented flavors. He used two classic dishes as an example: pad Thai and grilled cheese sandwich. To make a great Pad Thai, you need to use authentic ingredients and cooking techniques. The grilled cheese was an example of a very simple food with a complicated flavor profile from the bread, the toasting, the cheese, and the interaction of them all.

Thomas Lauzarica of Berje discussed using botanicals in flavors. He was able to connect the botanicals such as bergamot, and petitgrain to specific small farmers so that you can make a story behind the flavors and products produced from it.

Richard Pisano Jr of Citrus & Allied demonstrated some new up and coming citrus varieties: clementine, tarocco, Moro blood oranges, yuzu, and Tardivo di Ciaculli mandarins.



Alana Orlofsky of Imbibe presented on the “most disruptive beverages”. One was various types of water with additives like collagen, electrolytes, green tea, coffee and carotenoids. She said ingredients to watch for include matcha (a type of green tea), CBD



(cannibidioloids), medium-chain triglycerides (Neobee!), and apple cider vinegar. She forecasted that Health&Wellness Global Flavors, and Integrated Ingredients will be important over the next three to five years. Sparking water (not soda pop), is big, tea products such as kombucha and rooibos tea, “better for you” cocktails and mocktails, natural energy drinks and health focused products for oral care, cardiovascular health, and sugar control.

Cindy Cosmos of Bell Flavors discussed how to make flavors more robust by ensuring that the ingredients are dissolved. Often, order of addition will influence how stable the product is. It is a good idea to stress test the product do make sure the flavor ingredients won't crash out.

She was followed by another exciting presentation by Shane McDonald; this time on craft beer flavors.

Yvonne Gin of Ingredient discussed the use of ingredients such as emulsifiers and weighting agents to make clear beverage flavors.

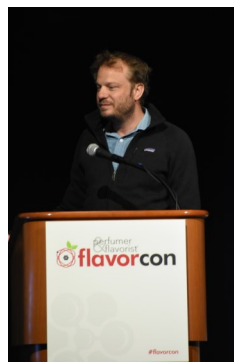
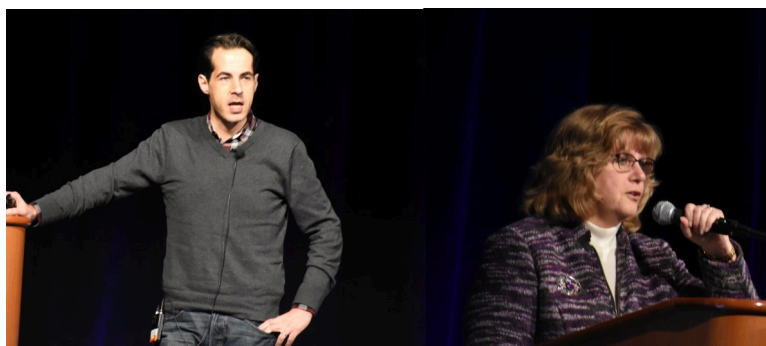
The last talk of the day was by Ewan Moegan of Diageo, doing a very entertaining talk on the formation of whiskey flavor.

The night ended with the WFFC reception.

The last day started with Kevin Ryan ex General Mills and now a strategist with Amazon. He presented on “demystifying the clean consumer”. More on that in the article on page XX.

The last speaker of the conference was Colin Spoelman of Kings County Distillery, one of the first distilleries in New York

City since Prohibition. He described the creativity displayed by craft distillers, similar to the creativity of craft brewers.



Where Are the Trends Coming From?

Shane T McDonald

As a flavor chemist, I am supposed to keep track of food trends, so we can be prepared for the next “in” flavor. But, it seems that the number of trends being generated is overwhelming. Per Innova Marketing Insights, Ten Trends are:

- The adventurous consumer
- The plant kingdom
- Alternatives to all
- Green appeal
- Snacking
- Eating for me
- Fiber
- Feeling good
- Small player
- Connected to the plate.

Each trend has several sub-trends. Kalsec® has compiled a list of top trends from eighteen different sources:

<https://www.kalsec.com/food-trends-2018/>.



Google “top flavor trends in 2019”, you can get an idea of the variety of trends you can choose from. One example: It-taste.com lists as top flavor trends:

- Coffee and tea
- Hot & spicy
- Floral
- Smoked
- Japanese
- Herbal botanical and roots
- Alcoholic drink

Meanwhile Firmenich declares that Hibiscus is “flavor of the year”. Go to an Elizabeth Sloan presentation, you will be inundated with fifty trends in twenty minutes.

So, I hope you don’t mind if my eyes glaze over a bit when I hear of new trends. Besides, by the time you identify a trend, make flavors for it, and get it to your customer, the trend may be gone (if it ever was really there). You almost need to predict the next trend before it happens, so you are ready when it hits.

Food Trends (con't)

Which is why I found one of the presenters at Flavorcon 2019 quite interesting. Kevin Ryan, Senior Brand Specialist for Amazon, spoke about the “soil” in which these trends are springing from. He identified several background causes for trends:

“Respite from the chaos” – The pace of life as gotten faster, the choices available are overwhelming, and everything has gotten a lot more noisy in order to attract your attention. Movies now come out with not one but a dozen or so superheroes. Commercials are frenetic. So, people are looking for a quiet place. The manifestation of this is the demand for simple labels with easy to pronounce ingredients and minimal processing.

“Ownership of health” - Because of the chaos in our hearts, we no longer want to solely entrust our health to a doctor. We want to decide what we need to do for our health. So, we now look for “superfoods” that will need our needs and health concerns.

“Seeking protection from the unseen” - While we are looking for a quiet place, we are being overwhelmed with information. We are constantly bombarded with health information, much of it contradictory and from dubious sources. The more information, the more we get concerned about a topic and want to do something about it. He explained that some people are quite intolerant of gluten, such as celiac disease sufferers. If you hear about the dangers of gluten to some people enough, you may start questioning “is gluten bad for me”? This seems to trump the scientific studies that gluten-free diets probably have no benefit to most people. There is a continuing distrust of authority and science. From this, springs the growing distrust of “natural flavors” and “chemicals in our food!”.

“Balance” - The tendency is to go to extremes. Some people go to paleo diets, or even diets almost completely comprising meat. Others go to veganism, or even just surviving on fruit alone. Usually, these extreme diets don't work, so the consumer eventually gives up on the fad and seeks “balance”. Clean, green and natural, seem to go with balanced.

Finally, people want “hard working carbohydrates”. If you are going to eat carbohydrate, you want to make sure you get benefit from them. So, you can get smoothies with superfruits and extra fiber. In general, people are looking for an added health benefit, especially when they perceive that what they are eating may not be the “healthiest”. Flavors may actually help here, from dual purpose extracts (every botanical seems to have a health advantage, and many have positive flavor impacts) to making the food palatable after adding the “healthy” stuff.

In conclusion, instead of chasing numerous and ever-changing trends, just remember where the trends came from. “Respite for chaos”, “ownership of health”, “seeking protection from the unforeseen”, “balance” and “harder-working, multiple function foods”. With this information, you can develop food and flavors for trends that don't even exist yet.

TRENDS!!!