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Press Release: Bell Flavors & Fragrances EMEA

Bell Flavors & Fragrances EMEA presents solutions to current developments in the vanilla market

Bell Flavors & Fragrances EMEA, one of the leading suppliers of flavours, botanical extracts and ingredient specialities, introduces its "Authentic Vanilla Solutions" as an answer to present challenges in the vanilla market. Its range of natural vanilla profiles allows for adjustments in product formulations without compromising on taste. They represent sustainable and cost-effective alternatives to all manufacturers in the food and beverage industry who struggle to compensate the current price for Bourbon Vanilla or face challenges in sourcing high-quality raw material.

Bell's Authentic Vanilla Solutions

Market experts forecast continuing challenges for the price, quality and availability of Bourbon Vanilla on a global scale. Being a reliable and solution-orientated partner in the market, Bell offers a range of natural flavourings with remarkably authentic Bourbon Vanilla profiles. Throughout the process of creation, Bell combined the creativity and expertise of its flavourists with the implementation of market-relevant applications, while focusing on the challenges of the processors and manufacturers who use Bourbon Vanilla beans as an ingredient.

Centering the present market challenges Bell ensures valuable taste solutions to all manufacturers in the food and beverage industry that are among the ones most affected by volatility within the market. The variation of vanilla profiles has therefore been extensively tested in applications belonging to the sweet, dairy, bakery and ice cream segment and is available in powder as well as liquid physical state. The various natural flavourings do not only mimic the authentic taste of Bourbon Vanilla within product formulations. They are especially designed to substitute Bourbon Vanilla Extract, as they have a positive impact on the mouthfeel due to their characteristic and rich notes. Besides delivering taste experiences based on the gold standard of Bourbon Vanilla, Bell provides sustainable, cost-effective alternatives with diverse declaration options. This customer-orientated approach allows manufacturers to maintain current consumer prices without having to compromise on taste. Additionally, it allows for flexible reactions to the present challenges, as regulatory characteristics of existing market products that are of great importance for the end consumer may partly be kept.

Global Significance and Market Situation of Vanilla

Among consumers, vanilla is the most well-known flavour globally. It is closely linked to emotions, since beautiful moments and enjoyment are often associated. As an ingredient, vanilla is used in countless applications within the food and beverage industry. Especially in sweet products, such as ice cream, dairy products and baked goods, the taste of vanilla is an essential component.

In the recent years, the market situation of vanilla beans has been challenging. According to FAO (Food and Agriculture Organization of the United Nations) statistics the demand exceeds the quantities produced. By the end of 2017, the market situation became even more volatile: The price for Bourbon Vanilla has massively increased, as quantities became very scarce due to bad weather conditions in Madagascar. Additionally, the quality of vanilla beans sold currently on the world market does not match former standards. The concentration of vanillin in the vanilla beans available on the market has decreased while the content of water is too high and bears difficulties once stored.

As a consequence, most manufacturers in the food and beverage industry face challenges either because of the compensation of Bourbon Vanilla prices or the delicate sourcing of high-quality raw material, which requires new approaches on creating tasteful products based on cost-efficient, sustainable and natural ingredients.

About Bell Flavors & Fragrances EMEA:

Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customers' attention. In 2018, Bell Flavors & Fragrances EMEA celebrates its 25th anniversary in Germany.

Bell Flavors & Fragrances – get in touch with taste!

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