



AUTHENTIC VANILLA SOLUTIONS

**Natural flavourings as an answer to
current market developments**

Bell Flavors & Fragrances

Get in touch with taste.

Market situation and significance of vanilla

Vanilla is still considered the best known and most popular aroma worldwide. Being used as a flavouring or extract, vanilla is a **key ingredient** in **countless applications** in 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 due to its fatty and rich notes. The industry has been facing a **challenging market situation** for Bourbon Vanilla in particular as the **demand** is constantly **high** and the **quality** of raw materials is **continuously volatile**.

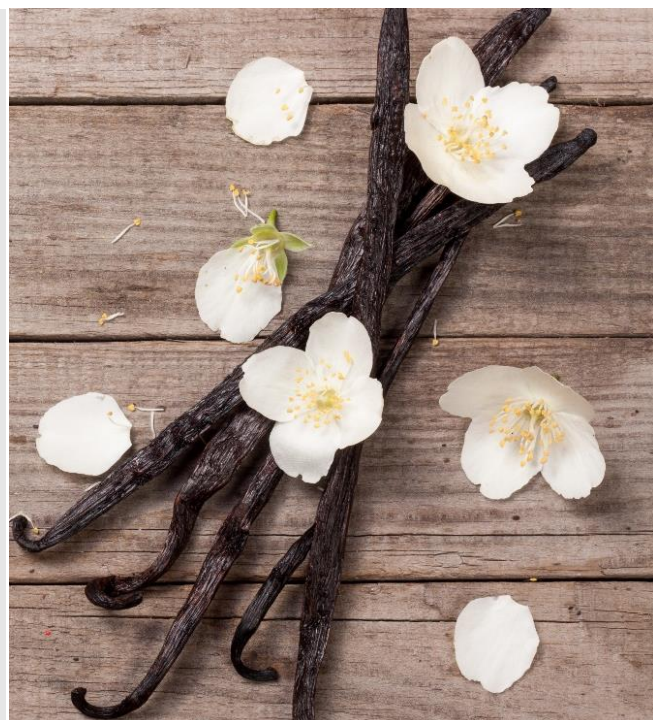
Market experts do **not** forecast **any relaxation** in the vanilla market. In order to meet these challenges in the long-run, Bell has developed a **range of natural flavourings and extracts** that allow **cost-effective** adjustments in product formulas to be implemented, **without** having to **compromise on taste and declaration**.

Consumer Insight:

Vanilla is an ingredient that is **closely linked to emotions** among the consumer - beautiful moments and enjoyment are often associated.

Market Insight:

Vanilla is not only used as a flavouring substance in a variety of products, it also delivers a **positive impact** on the **mouthfeel**.



Bell's solutions to current market developments

Bell's authentic vanilla taste profiles are the right **answer** to the latest market developments. They offer an opportunity to every player in the food and beverage industry in order to **react individually** to market changes.

Bell offers **tailor-made solutions** that are adapted to various market needs, as they are developed to fit into different declaration types.

Declaration varieties:

Natural vanilla flavouring or natural vanilla flavouring with other natural flavourings

Natural flavouring and Bourbon Vanilla extract

Natural flavouring

Product benefits:



Authentic sensory profiles



Diverse declaration options



Naturalness-claims



In powder and liquid state



Extensively tested in a wide range of applications such as ice cream, dairy, bakery products and chocolate confectionery fillings

Bell's Vanilla Portfolio

Declaration:
Natural vanilla flavouring
Natural vanilla flavouring with other natural flavourings

5400120 Vanilla Flavour Powder

Physical State: Powder

Dosages:

- Ice cream: 0,20 : 100
- Yoghurt: 0,15 : 100
- Baked goods: 0,50 : 100

Declaration: Natural vanilla flavouring with other natural flavourings

- kosher-conform,
- palm oil free, vegan/vegetarian

5600160 Vanilla Flavour

Physical State: liquid

Dosages:

- Ice Cream: 0,25 : 100
- Yoghurt: 0,15 : 100
- Baked Goods: 0,50 : 100

Declaration: Natural Bourbon vanilla flavouring

- kosher-conform,
- palm oil free, vegan/vegetarian

Declaration:
Natural flavouring and Bourbon Vanilla extract

5400116 Vanilla Flavour Powder

Physical State: Powder

Dosages:

- Ice cream: 0,10 : 100
- Yoghurt: 0,07 : 100
- Baked goods: 0,25 : 100

Declaration: Natural flavouring

- halal-conform, kosher-conform,
- palm oil free, vegan/vegetarian



0479439 Bourbon Vanilla Extract Powder

Physical State: Powder

Dosages:

- Ice cream: 0,40 : 100
- Yoghurt: 0,20 : 100
- Baked goods: 2,00 : 100

Declaration: Bourbon Vanilla extract

- kosher-conform,
- palm oil free, vegan/vegetarian

Bell's Vanilla Portfolio

Declaration:
Natural flavouring and
Bourbon Vanilla extract

5600156 Vanilla Flavour

Physical State: Liquid

Dosages:

- Ice cream: 0,10 : 100
- Yoghurt: 0,07 : 100
- Baked goods: 0,25 : 100

Declaration: Natural flavouring

- kosher-conform,
- palm oil free, vegan/vegetarian



0414160 Vanilla Beans Extract

Physical State: Liquid

Dosages:

- Ice cream: 0,50 : 100
- Yoghurt: 0,30 : 100
- Baked goods: 0,70 : 100

Declaration: Vanilla bean extract, type: Bourbon

- kosher-conform,
- palm oil free, vegan/vegetarian

5600157 Vanilla Flavour

Physical State: Liquid

Dosages:

- Ice cream: 0,15 : 100
- Yoghurt: 0,10 : 100
- Baked goods: 0,30 : 100

Declaration: Natural flavouring

- halal-conform, kosher-conform,
- palm oil free, vegan/vegetarian



0414160 Vanilla Beans Extract

Physical State: Liquid

Dosages:

- Ice cream: 0,50 : 100
- Yoghurt: 0,30 : 100
- Baked goods: 0,70 : 100

Declaration: Vanilla bean extract, type: Bourbon

- kosher-conform,
- palm oil free, vegan/vegetarian

Bell's Vanilla Portfolio

Declaration:
Natural flavouring

5400116 Vanilla Flavour Powder

Physical State: Powder

Dosages:

- Ice cream: 0,10 : 100
- Yoghurt: 0,07 : 100
- Baked goods: 0,25 : 100

Declaration: Natural flavouring

- halal-conform, kosher-conform,
- palm oil free, vegan/vegetarian

5600156 Vanilla Flavour

Physical State: Liquid

Dosages:

- Ice cream: 0,10 : 100
- Yoghurt: 0,07 : 100
- Baked goods: 0,25 : 100

Declaration: Natural flavouring

- kosher-conform,
- palm oil free, vegan/vegetarian

5600157 Vanilla Flavour

Physical State: Liquid

Dosages:

- Ice cream: 0,15 : 100
- Yoghurt: 0,10 : 100
- Baked goods: 0,30 : 100

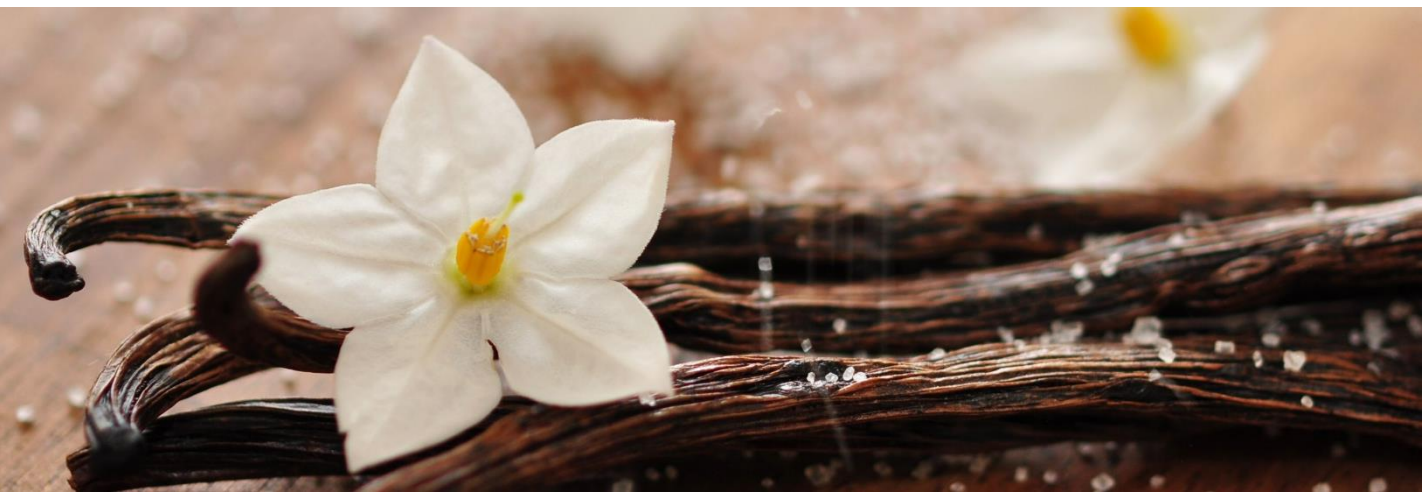
Declaration: Natural flavouring

- halal-conform, kosher-conform,
- palm oil free, vegan/vegetarian

YOUR PARTNER IN FLAVOUR EXCELLENCE

Our vanilla extracts and flavours type vanilla are created by combining the most diverse of components: the creativity and expertise of our flavourists, the implementation of market-relevant applications and the focus on market developments that lead to challenges concerning quality, price and availability of Bourbon vanilla beans.

Authenticity, naturalness (clean labelling) and indulgence form the basis of our product portfolio. Bell's vanilla flavour profiles enable manufacturers to maintain current consumer prices without having to compromise on taste. Additionally, they allow for flexible reactions to present challenges, as regulatory characteristics of existing market products that are of great importance for the end consumer may partly be kept.



Get in touch with taste.

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