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Press Release: Bell Flavors & Fragrances EMEA

Bell Flavors & Fragrances EMEA releases natural chicken flavour range

Making natural ingredients and authentic taste a key focus for current and future developments, Bell Flavors & Fragrances EMEA, one of the leading suppliers of flavours, botanical extracts and ingredient specialities, introduces its new range of natural chicken flavour profiles. The key taste profiles have been developed for answering today's consumer needs for clean label products and can be applied to a variety of savoury applications.

A passion for taste

Bell is constantly in the search for creating authentic, intense and delicious flavour varieties to deliver high-quality product solutions and innovative taste experiences based on gold standards. In order to create unparalleled taste profiles based on successful and traditional meat products and aromas, Bell's flavour creation team is combining the knowledge of industry experts, flavourists and culinary chefs.

The recently published range of natural chicken flavour profiles caters on the growing market need for chicken, which is one of the major drivers of the global demand for meat. Inspired by the aromatic taste of chicken and its versatility for being used in various culinary dishes and food products, Bell has created a range of full and intense chicken profiles, that are fully in-line with today's consumer expectations for authenticity and naturalness. It highlights Bell's competency in creating iconic meat-type flavours and delivering a sensory experience together with market-conformity in terms of natural declaration.

Chef Specials – Authentic chicken flavour profiles for savoury product creations

Identifying the unique taste profiles of different chicken parts and traditional culinary benchmarks by Bell's Research & Development team has resulted in four key natural flavour profiles, including intense and strong fatty chicken, white and dark chicken meat as well as meaty and brown notes of roasted chicken. All flavour creations are developed to add a special depth of taste to savoury applications, such as soups and broth, sauces, meat products, ready meals, processed cheese and more. The intense and rich profiles deliver full and authentic meat characteristics, improved taste and rounded mouthfeel. The high-impact, halal-conform chicken range allows for clean labelling due to a declaration as "natural flavouring" and is therefore fully in-line with consumer needs and expectations for pure and simple products. Furthermore, all products are designed to fulfil high-quality industry standards and deliver reliable product properties without the use of taste enhancers, such as MSG or ribotides.

With its "Chef Specials" flavour creations based on chicken, Bell is supporting its customers in developing cost-effective and appealing products on a standardised quality and delivers a functional solution allowing for the creation of different cooking profiles together with a flexible use in a broad range of applications. High efficiency due to convenient and easy applicable powder format of the flavours and long shelf life is equally given.

Market background

According to data research provided by *Research and Markets* the global meat flavours market is expected to grow at a CAGR of 5.8% from 2018 to 2023, while the global market for natural meat flavours is expected to record a CAGR of 6.4% during the forecast period. Taking a deeper look into the category, chicken has the largest market share due to few cultural restrictions. Along with globalisation, increasing disposable income in developing markets is pushing the meat flavours market with consumers opting for ready-to-eat food to match their fast-paced urban lifestyle. Likewise, the growing trend of health consciousness has led to an exponential increase in the use of natural flavours by most food manufacturing companies, with Western Europe leading the market in terms of clean labelling.



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 customer's attention. In 2018, Bell Flavors & Fragrances EMEA celebrates its 25th anniversary in Germany.

Bell Flavors & Fragrances – get in touch with taste!

Press Contact:

Agneta Hoffmann

Teamleader Marketing Flavours

Tel: +49.341.9451.1053

E-mail: a.hoffmann@bell-europe.com

Website: www.bell-europe.com

