



## Media Release

Leipzig/Germany, 3rd June 2019

### **Bell Flavors & Fragrances EMEA presents authentic taste solutions for savoury snacks at SNACKEX**

*At this year's SNACKEX, the industry-defining event for the savoury snacks sector, Bell Flavors & Fragrances EMEA presents its latest developments for snack seasonings, ranging from spicy premium varieties to superfood popcorn. From 27 to 28 June, visitors at Bell booth 412 will have the opportunity to meet up with a team of sales representatives, creation and marketing experts to discuss individual product needs for inspiring snack seasonings and functional taste solutions.*

#### **Demonstrating authentic snack seasonings and market-relevant product solutions at SNACKEX**

At SNACKEX Barcelona, Bell Flavors & Fragrances will present a comprehensive portfolio of authentic, trend-inspired snacking concepts, delivering innovative ideas for expanding manufacturers product portfolio and for developing successful market products. Bell's variety of snack seasonings delivers high quality taste solutions for a broad range of snacking products, including classic potato chips, extruded snacks and pellet snacks, as well as vegetable or grain-based snacks and popcorn.

With a new and extended booth design, Bell not only reflects a natural look and feel, but furthermore showcases snacking concepts and seasonings that engage multiple senses and deliver a culinary appeal.

Latest developments displayed at SNACKEX not only include regional favourites and street food varieties inspired by the Asian cuisine, Bell further shows a portfolio of snack seasonings focusing on the arising foodie culture and therefore addressing the consumers crave for experimentation.

With flavours continuously evolving in salty snacks, Bell also specialises in creating authentic taste experiences based on premium varieties and creating new ideas for classic flavour profiles and seasonal variations. New taste combinations and sensory experiences are equally giving scope for Bell's developments – i. e. via snack seasonings that are pairing perfectly with herbaceous Gin or by addressing the growing impact of superfoods on snacks such as popcorn.

Keeping an eye on the increasing relevance of insect protein, Bell also combines the hunger for new experiences with healthy snacking options. By presenting deliciously seasoned insect snacks, Bell delivers innovative product solutions for a category that is expected to keep flourishing in the upcoming years.

#### **Addressing current market needs and consumer trends within the snacks sector**

The growing interest in savoury snacks is mainly driven by an increasingly hectic lifestyle and changing food consumption patterns. Likewise, the on-going healthy snacking trend has pushed the category and creates a strong need for natural ingredients, transparency and simplicity of ingredients, as well as a focus on salt-reduced product developments, low-calorie options and added nutrients in the long-run.

Based on its extensive global network, Bell has a strong expertise in predicting market and category dynamics, major trends and taste directions that will shape the snacking industry in the future. Underlining its vision of creating inspirational and winning product concepts, Bell is focusing on product developments to define or differentiate the final taste of a product or to deliver functional solutions for savoury snacks.

As taste is crucial, combining indulgence and premiumisation with natural and healthy ingredients is one of the major focus areas for Bell when it comes to salty snacks. Intense and complex taste profiles, broader influences



from other cultures, or increased novelty factors are driving innovation. Bell is therefore focusing on constantly developing its snack seasonings portfolio to create authentic eating experiences.

Based on current consumer needs and clean label expectations, Bell equally focuses on functional aspects and healthy snacking, inter alia, with a portfolio of seasonings comprising a natural flavouring and allergen-free declaration or by adding ingredients for depiction. Creating seasonings with low salt content is also a major aspect in Bell's new developments.

**Bell Flavors & Fragrances at SNACKEX Barcelona:**

27-28 June, 2019

CCIB, Barcelona/Spain

Booth: 412

***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.*

*Bell Flavors & Fragrances – get in touch with taste!*

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