



## Media Release

Leipzig/Germany, 14th October 2019

### **Bell Flavors & Fragrances EMEA focuses on authentic meat profiles with a range of natural beef flavours**

*With its latest range of natural beef flavour profiles, Bell Flavors & Fragrances EMEA, one of the leading suppliers of flavours, botanical extracts and ingredient specialities, focuses on the combination of natural ingredients and culinary taste profiles in order to deliver authentic solutions for savoury product developments. Bell's flavour profiles are aligned with consumers' clean label expectations and are suitable for a variety of savoury applications.*

#### **Focusing on the golden standard for creating icon flavours**

Being one of the most iconic types of meat, beef not only shows a great versatility, it is also used in an expanding variety of culinary dishes and products around the world, creating a strong need for flavour-focused product solutions. In order to cater on this growing demand, Bell targets the creation of authentic, intense and delicious flavour varieties to deliver innovative taste experiences and high-quality product solutions based on golden standards. Bell's flavour creation team is therefore combining the knowledge of industry experts, flavourists and culinary chefs aiming to replicate the distinctive taste profiles and aromas that characterize traditional meat products. With its range of natural beef flavours, Bell not only caters to the growing market needs for beef-flavoured product varieties in the EMEA region, the flavour house also highlights its competency in creating iconic meat profiles and combining both, sensory experience together with market-conformity in terms of natural declaration.

#### **"Chef specials": Authentic beef flavour profiles for savoury product creations**

Reflecting today's consumer expectations for authenticity and naturalness, Bell has designed a variety of strong and intense beef flavours, that are inspired by the unique cooking techniques of beef and its versatile, aromatic taste components. Bell's Research & Development team therefore has evaluated the taste characteristics defining distinct beef notes through various cooking processes. This has resulted in the creation of key flavour profiles, that are replicating the specific culinary taste characteristics. Expanding the scope of Bell's "Chef specials" range, the line includes a fatty beef variety, that is characterised by an intense, full and salivating fatty beefy note, as well as a cooked beef flavour, which has a strong meat character and delivers a juicy and slightly brown taste profile. The portfolio furthermore includes a natural roasted beef flavour providing dark roasted and brown notes along with a meaty taste profile. All flavours have been created for increasing the overall taste by delivering various nuances of beef and can further be used to amplify already existing beefy and meaty notes.

#### **Functional taste solutions**

The new natural flavour range allows for the creation of different cooking profiles and cost-effective as well as sensory appealing products on a standardised quality. It guarantees high efficiency for optimal industrial processing due to convenient and easy applicable powder format of the flavours and long shelf life. The high-impact beef profiles deliver full and unique meat characteristics, improved taste and a rounded mouthfeel for a broad range of applications, such as soups or broth, sauces, processed meat products, ready meals and foodservice products. The halal-conform range is in-line with consumer needs and expectations for transparency, as it allows for clean labelling due to a "natural flavouring" declaration and can be declared as allergen free and palm oil free. Furthermore, the products are designed to fulfil high-quality industry standards and deliver reliable taste properties without the use of added MSG or ribotides.



## **Market background**

The food and beverage industry is driven by an ongoing high demand for natural meat flavours due to shifting consumer behaviour and growing health consciousness. Consumers are opting for convenient and healthy products to match their fast-paced urban lifestyle without compromising on great taste. The food industry therefore needs to respond with natural, clean label product solutions delivering authentic and characteristic flavour profiles. According to data research provided by Mordor Intelligence the global meat flavours market is expected to reach USD 1.5 billion by 2024 growing at a CAGR of 5.48% during the forecast period (2019 - 2024).

**Among others, Bell Flavors & Fragrances EMEA will demonstrate its new range of natural beef profiles at the upcoming Food ingredients Europe in Paris, Dec 3rd to 5th in hall 6 at booth J141.**

### **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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