



Media Release

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Bell Flavors & Fragrances EMEA introduces natural range of hemp flavours and botanical hemp extracts

Based on current consumer trends and market dynamics around hemp-based food and beverage products, Bell Flavors & Fragrances EMEA presents a range of new products focusing on innovation and functionality for the development of authentic, natural market products. The new range of natural flavours and hemp extracts comprises authentic taste profiles for various categories such as non-alcoholic and alcoholic beverages, bakery products and sweet goods as well as savoury products.

Taste solutions for authentic product innovations based on the hemp megatrend

The food and beverage category is driven by the constant change in consumer demand for natural, clean, yet adventurous product options and taste varieties. Hemp-based products are increasingly appearing in the food and drink sector, with a constantly rising number of new product launches that display the hemp leaf on-pack, responding to consumer curiosity and the desire to experiment with hemp.

With an increasing momentum for hemp-based products, the industry needs to deliver on both novelty and innovations based on natural ingredients for winning new consumer groups. Bell Flavors & Fragrances therefore presents a portfolio of natural flavours, natural hemp flavours with other natural flavourings and botanical extracts that will allow for inspirations for authentic, intense and delicious range extensions based on the hemp megatrend. In addition, hemp extracts are providing depictional advantages. The range of natural flavours is specifically designed to replicate the characteristic herbal and floral taste profile of hemp. Moreover, the all-natural range enables a clean label declaration, that underlines the better-for-you and at the same time premium appeal. The new, highly authentic taste creations are delivering unique profiles for range extensions that target younger consumer groups, while addressing both consumers' health & wellness aspirations and superfood associations for hemp. Bell's botanical hemp extracts and natural flavours lend a signature profile to a variety of sweet and savoury applications, including beer and beer-mixers, cider and spirits, non-alcoholic beverages, baked goods, sugar confectionary, sauces such as ketchup and mayonnaise, flavoured oils and even meat marinades.

Targeting regional product needs

Diversified and operating worldwide, Bell draws on a global network to develop market-oriented product concepts based on a high expertise in predicting market and category dynamics, major trends and taste directions that will shape the industry. Next to products designed for the EMEA market, Bell therefore also comprises an US-portfolio of hemp flavours and extracts as well as specific cannabis flavours designed to replicate strain specific terpenes for the Canadian market.

The current crave for hemp – consumer insights and market dynamics

Hemp foods rely on three convergent forces: More countries permitting legal cultivation and processing of hemp, surging investment fuelling product innovation, and the scale and rising consumer interest in the plant's healthful nutrient profile. Hemp's recent popularity can be mainly attributed to consumers' growing interest in following plant-based and free-from diets. Moreover, hemp has gained high importance due to its nutritional



benefits. Hemp seeds are particularly marketed as a 'superfood' due their high omega 3 and 6 content along with highly digestible protein comprised of all essential amino acids.

According to market data provided by technavio, the global hemp-based food market is expected to grow at a CAGR of 24% until 2022, indicating that the hemp trend is going mainstream. New product launches are increasingly driven by categories such as snacks and energy bars, beverages, breakfast cereals and bakery products as well as sauces and seasonings. Most active countries include Germany, the USA, UK, Canada and France. Further to the hemp trend, the growing buzz around CBD is likely to fuel future innovation in food and beverage developments, based on a growing consumer desire for functional ingredients. However, the regulatory restrictions for CBD are still creating challenges within a number of markets.

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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