



Media Release

Leipzig/Germany, 28 October 2019

Bell Flavors & Fragrances EMEA focuses on functionality and innovation at Food ingredients Europe 2019 in Paris

At this year's Food ingredients Europe, the world's leading food and beverage ingredients show, Bell Flavors & Fragrances EMEA presents a range of taste solutions with a strong focus on naturalness, health & well-being and innovation. From 3 to 5 December, the flavour house will showcase taste solutions for sugar reduction, innovative product concepts based on hemp as well as flavour inspirations for snack seasonings, meat products, confectionery and beverage products – delivering inspirations for a variety of industry applications.

Combining taste and functionality at FiE 2019

On the upcoming industry event, Bell Flavors & Fragrances strongly focuses on product solutions that respond to evolving consumer needs and answer to major market dynamics. Bell therefore presents its latest product developments for sugar reduction via demonstrating its "REDsugar" portfolio. The range of natural flavours is specifically aimed to deliver a taste solution for sugar reduction in beverages, dairy applications, ice cream, bakery products and sauces. It has been created to help keeping key sensory characteristics within the various applications and highlight the sweetness, while delivering a positive impact on mouthfeel and texture perception. The variety of natural flavours focuses on clean label product developments and contributes to a decrease of the sugar content by at least 30%, depending on the application.

Next to sugar reduction, Bell also focuses on natural taste profiles for the category of non-alcoholic and alcoholic beer products, demonstrating beer flavour profiles and hops extracts that deliver authentic sensory characteristics as well as functional attributes. The range is complemented by a technical solution for creating cloudy beer products.

Further to this, Bell targets the combination of natural ingredients and culinary taste profiles in order to deliver convincing solutions for savoury product developments. With its range of natural beef flavours, Bell caters to the growing market needs for beef-flavoured product varieties in the EMEA region and also demonstrates its competency in creating iconic meat profiles.

Addressing market needs and consumer trends with innovative product creations

Underlining its vision of being the partner of choice for creating winning product concepts, Bell is focusing on product developments to define or differentiate the final taste of a product and to deliver inspiring flavour solutions for answering trends within the food and beverage sector. At FiE, Bell therefore presents a range of flavour creations aimed at various market trends.

A special highlight at this year's show is Bell EMEA's new natural range of characteristic hemp flavours and extracts that are created according to the current growth of hemp-based product developments across all product segments within the F&B industry. The range therefore is in-line with consumers' expectations for clean label products and their associations with hemp as a superfood.

Bell Flavors & Fragrances will further present a comprehensive portfolio of trend-inspired concepts for snack seasonings, RTD tea, confectionery products as well as other segments – delivering innovative ideas for expanding manufacturers' product portfolio and for developing successful market products.



Bell Flavors & Fragrances EMEA at Food ingredients Europe 2019:

With a new and extended booth design, Bell reflects a natural look and feel and further aims to engage multiple senses by demonstrating versatile flavour experiences that also deliver a culinary appeal. Visitors will have the opportunity to meet up with a team of sales representatives, creation and marketing experts to discuss individual product needs and discover Bell's variety of functional taste solutions and innovations.

Bell @ FiE: Booth: 6-J141

3 - 5 December 2019; Villepinte Parc des Expositions; Paris/France

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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