

IT'S ALL ABOUT FLAVOURS

WHY USE FLAVOUR?

- **Give a specific taste** to a product
- **Standardize** a product to compensate natural variations (*e.g. crop to crop*)
- **Enhance** an aromatic note which was modified during manufacturing process (*e.g. thermal treatment*)
- **Modify or mask** an undesirable taste
- **Reduce manufacturing cost** by partially replacing a food ingredient with a flavour (*e.g. fruit, honey, maple syrup, cocoa, vanilla extract, olive oil, etc.*)

FLAVOUR DEFINITIONS

Natural Extract

- Comes uniquely from extraction of the named plant

Natural Flavour

- Comes from naturally sourced ingredients (extracts, essential oils and/or aroma chemicals)

Natural & Artificial Flavour

- Comes from a mix of both naturally and artificially sourced ingredients

Artificial Flavour

- Comes from artificially sourced ingredients



TECHNICAL PARAMETERS FOR APPLICATION

SOLVENTS MATTER

- Solvents make the flavor applicable, so be sure to use a flavour with the correct delivery system
- Liquid W/S | Water Soluble : Perfect for beverage, baking, dairy & more!
- Liquid O/S | Oil Soluble : Perfect for confectionery, chocolate, icing, savoury, high fat products & more!
- Powder : Perfect for dry blends, seasoning, beverage mix, pressed tablets & more!
- Pastes: Fat, starch or protein based flavors including reaction flavors to meet all your savoury needs!

FLAVOUR STRENGTH

- Not all dosages are created equal.
- A flavour made for beverage dosed at 0.2% will not deliver the same impact in a cookie at the same rate. Due to ingredient interactions in your product and processing, you may need to boost the flavour dosage 5-10x higher for a baked good. It is common to use 1-2% flavor in baked applications.
- Overdosing a flavour on the other hand, can cause bitterness, off taste and even texture issues from too much solvent. If you find the intensity weak, but the bitterness high, request a more concentrated version to optimize performance in your finished product!

PROCESSING

- Temperature and time affect flavour stability. You may need to boost the flavour dosage $\geq 15\%$ when pasteurizing, cooking, or to increase shelf life stability for certain flavor types. It is always recommended to test a range of dosages in accelerated shelf life studies.
- Delicate profiles like citrus, or fruity flavours with low boiling esters, may need to be rebalanced based on your processing parameters.

SOLUBILITY

- An oil slick on the surface of a beverage indicates flavor insolubility, while haziness indicates the presence of terpenes. The flavour may be too concentrated or the wrong delivery system for your product. If require a citrus that delivers clear, request a wash (or extract).
- Ringing, creaming, sedimentation, flocculation, coalescence are indicators of emulsion instability.

ORDER OF ADDITION

- Combining ingredients that are not compatible as a "premix" can cause trouble in your final product. Consult the flavour specification/ingredient breakdown to determine what stage is best to add the flavour.

