

IT'S ALL ABOUT FLAVOURS!

WHY USE FLAVOURS?

- » 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
e.g. sweeteners, omega-3 off-taste, etc.
- » **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

Flavour profile comes uniquely from extraction of the named plant.

Natural Flavour

Flavour profile comes from naturally sourced ingredients (extracts, essential oils and/or aroma chemicals).

Natural & Artificial Flavour

Flavour profile comes from a mix of both naturally and artificially sourced ingredients.

Artificial Flavour

Flavour profile comes from artificially sourced ingredients.

FLAVOUR TYPES

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!