

# 3 Tips for Working with SWEET & SALTY FLAVOR PROFILES

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What do margaritas, kettle corn, and peanut butter cups have in common? They're all examples of classic sweet & salty flavor pairings. Why sweet & salty profiles complement one another is because the salt enhances the inherent sweet notes in the final product. And perfecting this balance is essential in driving a craveable and complex flavor profile that keeps the consumer coming back for more. Let's take a look at 3 technical tips that will help your product development when working with sweet and salty profiles.

## 1 BE MINDFUL OF SALT PERCEPTION:

The size of the salt granular chosen in application formulation will impact how salty a product is perceived. For even distribution, powder and fine salt is typically used and added to the dry blends. Larger coarse salt takes longer to dissolve in the mouth, allowing for pockets of salt to be distributed during the eating experience. For example, with salted caramel chocolates, consumers visually see the salt granules and get to experience a pop of salt right when they bite in.

## 2 KNOW YOUR APPLICATION OPTIONS:

Salt can be applied in multiple locations in a finalized application. Salt that is in base vs. applied topically (seasoning, spray, or topping) will release at different times during an eating experience. Salt that is in the base will take longer to hit the consumers' tastebuds because it must be broken down and released during chewing. But if the salt is applied topically, as soon as the product enters the mouth the salt starts to dissolve, and saltiness is detected. To achieve an optimized salt level, it is often a balance of both in application and topical use in the final product.

## 3 CONSIDER YOUR NATURAL SALT BASE:

It is also important to consider the natural saltiness that could be inherent in the base such as in electrolyte beverages and stocks. When working with naturally salty bases, choose a complimentary or congruent flavor that will balance the salt perception. Inclusions can be another way to drive that salty snacking eating experience such as including pretzels and nuts into a formula. Optify™ salt enhancement technology can also be a solution if the base is not salty enough by building saltiness into the flavor solution with minimal impact to the nutrition label.



### WILL SWEET AND SALTY WORK FOR YOUR BRAND?

We've noted few flavor profile examples and products of note to kickstart your flavor inspiration.



## INSPIRATION FOR SALTED FLAVOR PROFILES

BROWN	FRUIT
<ul style="list-style-type: none"> <li>◆ Carmel</li> <li>◆ Chocolate/ Dark Chocolate</li> <li>◆ Coffee (Mocha, Latte, Cold Brew)</li> <li>◆ Maple</li> <li>◆ Honey</li> </ul>	<ul style="list-style-type: none"> <li>◆ Citrus (Lemon, Lime, Grapefruit)</li> <li>◆ Pineapple</li> <li>◆ Watermelon</li> <li>◆ Cantaloupe</li> <li>◆ Mango</li> <li>◆ Coconut</li> </ul>

### PRODUCTS OF NOTE:



**DUNCAN HINES EPIC SALTED CARAMEL BROWNIE KIT** features a fudgy brownie recipe, crust mix, frosting, pretzels and candy for sprinkling on top. All you need to add is butter, eggs and water to complete the mix.



**CLIF BAR- SWEET & SALTY PEANUT BUTTER & HONEY WITH SEA SALT** is said to provide nutrition for sustained energy. The Sweet & Salty collection comes in flavors including Chocolate Peanut Butter, Peanut Butter & Honey, Chocolate Chunk, and Dark Chocolate Almond, all crafted with a dash of sea salt.

49% of consumers responded that they likely or definitely would buy this product.



**JAVA MONSTER SALTED CARAMEL COFFEE ENERGY DRINK** is a premium coffee and cream brewed with a salted caramel flavor and supercharged with Monster energy blend.

23% of consumers responded that they likely or definitely would buy this product.

### NEED DETAILS?

FONA can help guide you through these steps to get you to the perfect flavor profile for your product. Let's talk flavors, innovation and anything in between.



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