

# 3 Tips for Working with

## TEXTURE & FLAVOR

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The connection between texture and flavor in food and beverages is not a new concept, but over the past few years we have seen it play an even bigger role in product innovation. For some reason, when I think about texture, the Kellogg's Rice Krispies® mascots come to mind. Snap™, Crackle™ and Pop™— As simple as that jingle may seem, achieving compelling textures and the right flavor for your brand can be a challenging task. Let's take a look at a few tips and tricks for adding texture to your product development, common texture descriptors and flavor inspiration for your brand.

### 1 INCLUSION CHOICE MATTERS

Ben & Jerry's ice cream comes to mind as a pioneer in proving the importance of inclusions — features of large chunks and thick ribbons with creamy ice cream create a contrasting mouthfeel. But inclusions work well in categories other than ice cream. Let's take a protein bar for example. Inclusions such as chocolate chips, nuts, crisps and more can be incorporated in multiple locations such as in dough, as a layer or sprinkled on top. When working with your ingredient supplier, consider how your final product will be produced and processed. For example, when adding chocolate chips to protein bar dough you do not want them to be too small that they melt or break down during the mixing stage. It's also important to ensure, depending on if your bar is extruded or cold form, that your inclusion choice can withstand the pressure of the equipment. When developed correctly, featuring inclusions in your application can set your product apart from the rest by adding complexity, mouthfeel, color, and often flavor.

### 2 PREVENTING MOISTURE MIGRATION

When working with inclusions such as layers or crisps in your application, it's important to consider how much free water might be in your base. For example, fruit

inclusions are often used in baked goods. If fresh blueberries are added to muffins, the water from the blueberries will soak into the muffin crumb making it sticky and soggy over time. Homemade fresh blueberry muffin recipes may ask that you dust the berries in sugar first before mixing to create a barrier that will slow moisture migration. Similarly, when formulating a shelf stable blueberry muffin, you might consider using a dehydrated blueberry fruit piece or adding flavored inclusions such as a pellet in formulation. Gums and stabilizers can be added to your formulations to bind free water in base to prevent undesirable textures in finished products. From there, you can work with your flavor house to incorporate the desired flavor profile while also allowing for product consistency and extended shelf-life.



**70% OF CONSUMERS**

say that texture makes for a more interesting eating experience.

- INNOVA MARKET INSIGHTS

### 3 BETTER-FOR-YOU DEVELOPMENT

From reduced sugar to boosted immunity or enhanced focus, products with functional or better-for-you claims and ingredients continue to be of interest to consumers. But often times, incorporating better-for-you ingredients into your formula can cause textural problems. Think of formulating a high protein cookie — adding protein powder into the formula changes the gluten content and the structure of the base often making it dense and gritty. Gums, vital wheat gluten and processing can be manipulated to achieve desired texture.

This type of formulation is also challenging due to the often-low sugar content. The use of allulose and erythritol can help reduce sugar of your baked goods while keeping similar percentages as sugar. If you are only using high intensity sweeteners such as stevia and Monk Fruit, the texture will have to be built in with different gums, fiber powders, and syrups. Your flavor house can also provide customized sweetness solutions to help achieve desired sweetness profile and build back mouthfeel that can be lost when removing/reducing sugar in formula.

We've noted a few common texture descriptors, flavors and products of note to kickstart your flavor inspiration. Let's take a look.

#### COMMON TEXTURE DESCRIPTORS FOR FOOD & BEVERAGE PRODUCTS

- ♦ Airy
- ♦ Bubbly
- ♦ Chewy
- ♦ Chunky
- ♦ Creamy
- ♦ Crunchy
- ♦ Dense
- ♦ Fluffy
- ♦ Goopy
- ♦ Pulpy
- ♦ Silky
- ♦ Smooth

#### FLAVOR INSPIRATION

##### Sweet:

- ♦ Prosecco Punch
- ♦ Salted Pretzel Brownie
- ♦ Café Latte
- ♦ Frosted Oatmeal Cookie

##### Savory:

- ♦ Zesty Ranch Nachos
- ♦ Chili Cheese Dog
- ♦ Toasted Grilled Cheese
- ♦ Everything Bagel

"Texture also plays an important role in consumer preferences. The perception of texture goes through several steps, starting with the visual appearance of the food product, and then continues with touch, the first bite, chewing, and swallowing."

- IFT



## PRODUCTS OF NOTE:



**REESE'S POTATO CHIP BIG CUP** is loaded with crispy potato chip bits, peanut butter and chocolate for a salty/sweet flavor. The product was released in March 2020.

Source: Food Dive



**DUNKIN' STRAWBERRY POPPING BUBBLES IN LEMONADE** features a strawberry flavor that's packed into small bubbles that literally pop in your mouth. Popping bubbles could be added to any Dunkin' iced or frozen beverage beginning June 23, 2021.

Source: Dunkin



**TALENTI LAYERS** contains 5 layers of gelato flavors stacked with chunks and swirls for a unique texture and flavor in every bite. Flavor options include salted caramel truffle layers, dark chocolate cherry layers, mint fudge cookie layers and more.

Source: Talenti, Target

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## NEED DETAILS?

**Let's Talk.**

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



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