

# WHY FLAVOR?

Cost, taste impact and consumer interest are just the beginning.

## 7 Reasons Flavor is Essential in Your Product

It can be a challenge deliver the right taste experience for your consumers while growing your business. If you're not using flavor solutions yet, you're missing out on a not-so-secret weapon that can affect all facets of your consumers' experience, as well as your profitability.

From salted caramel to chocolate peanut butter, hibiscus, spicy watermelon and more, flavor's impact on your product is more than meets the eye (or tongue). In fact, 82% of consumers note taste as their #1 purchase driver according to the International Food Information Council. Using flavor doesn't only make your consumer happy, but it can also help benefit your product's shelf life, consistency and more. No matter your brand, flavor can work in unique ways to help level up your next innovation. FONA's experts are here to help. Let's take a look at seven specific reasons our food and beverage experts recommend using flavor in your product.



## But first, what even is flavor?

Flavor & taste are often used interchangeably, but there is a technical distinction.

- Taste is usually perceived on the tongue as sour, sweet, bitter, salty, umami. We view taste as the experience.
- Flavor solutions are perceived on the nose and are aromatic. In fact, you could say that flavor companies really make food-safe aromas that go into digestible products.

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# Why Flavor?

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## 1 More Taste Impact While Keeping a Clean Label

Sometimes, manufacturers may attempt to use juice and essences to deliver taste and an all-natural product. Unfortunately, adding a fruit juice or similar ingredients to your product just isn't always enough to do the trick. For example, a brewer may want to feature a prickly pear in a beer, but the juice alone won't have a strong enough flavor to drastically impact the taste. By adding a custom-created, complementary prickly pear flavor (natural or with other natural flavors) to the product, you can achieve a more pronounced flavor with more impact and enhance the original nuance of your base product. And depending upon the percentage of flavor to juice there will be no impact to your label.

## 2 Cost Savings

While taste is of priority to your consumer, cost savings is likely top of mind for you. Products containing real fruit juice or other expensive, often unsustainable ingredients might be popular offerings, but the cost of those ingredients can outweigh the profitability in your product portfolio long-term. Instead, try supplementing or replacing by adding a flavor to decrease the amount of fresh juice or base ingredient needed. In turn, you get a stronger flavor and cut cost for your brand – a win-win for you and your consumer.

**FONA'S latest research shows 89% of consumers consider natural flavors "Clean Label."**

## 3 Achieve Your Nuanced Profile

Consumers are also looking for complex and impactful flavors. Let's take key lime as an example. Key limes are commercially available for food, but not for juice. A simple solution - use other ingredients to create a flavor for your base that tastes like key lime. Your flavor company may send you a Key Lime Nat WONF flavor (natural with other natural flavors) to achieve this taste. From a regulatory standpoint, labeling (i.e. natural or artificially flavored claims), may vary depending on your base and other factors, but through this flavor, you can achieve the fresh, citrusy, nuanced notes you're looking for even without the juice addition. Add an attention-grabbing name to front of pack, and you've got a product worth talking about!



# 4 Extend Your Shelf-Life

Adding a custom flavor in replacement for fresh juice and other fresh ingredients ensures that you're able to deliver taste long-term or for a longer period of time under abusive conditions. Shelf-life begins after the product has been processed and packaged, and its length can depend on many factors. Advanced flavor technologies allow you the flexibility of choosing between dry or liquid flavors. And since the flavor chemicals in fresh foods degrade quickly, adding flavor can help to preserve the product quality and freshness. For example, citrus normally has a 6-9 month shelf life as it breaks down quicker than other flavor components. But by using a dry encapsulated flavor, you could extend your shelf life, maintaining a great tasting product over a much longer time frame. And as an added bonus – less spoilage means less waste, alleviating a significant issue in the food industry today and preventing financial loss for your brand.

# 5 Promote Sustainability

Sustainability is a hot topic for many consumers, and fortunately for your brand, flavor can help decrease negative environmental impacts from your product. By adding flavor in your product, there's a reduced impact on in-demand crops. A vanilla flavor, for example, can be used instead of pure vanilla extract to decrease crop loss. Flavorists can also extract oils from leftover fruits like oranges or lemons to create flavors, reusing food products that may otherwise have been thrown out.



# 6 Improve Sensory Experiences

Flavors allow product developers to create sensorial taste experiences that may not be possible otherwise. Think of the cooling effect of spearmint gum, the tingling spice of a ghost pepper chip or even the creamy texture of ice cream. Flavor can help to provide these sensorial experiences and craveability that distinguish your product and brand from the rest.

# 7 Amplify Your Product Innovation

Flavor is more than just taste – it's an endless possibility of experiences, adventures, emotions, nostalgia and more that provide a special experience for your targeted consumer. It's where marshmallow turns into campfire roasted s'more, orange becomes orange dreamsicle and caramel becomes salted caramel pretzel. Flavor brings a plethora of opportunities to your product innovation. The question is – how can you capitalize on the opportunity with flavor?



## You Deserve More.

You're looking to deliver a great-tasting product, and do it sustainably and profitably. Flavor can aid your innovation and development process in a variety of ways for both you and your product. From decreasing supply chain issues, enhancing taste profile or expanding the breadth of your creativity.

[Click here to request a free flavor sample!](#)