

## DELIVERING A WOW FACTOR: FLAVORFLIP™

Molly Zimmerman, Innovation Manager

In today's world of abundant food and drink options and social media trends, people are looking for a WOW factor in the products they consume. Differentiating your product in a crowded space can be difficult.



To help you stand out, we have created FlavorFlip™, a flavor changing technology. Molly Zimmerman, Innovation Manager, offers guidance on how FlavorFlip™ technology can help create an experiential taste experience resulting in a unique offering.

“ With FlavorFlip™ in your development toolbox, you can unlock new levels of fun in the beverage space. Dream up flavors to flip during the taste experience and deliver an element of surprise for your consumers. ”

### Q. What is FlavorFlip™?

A. FlavorFlip™ is a one-of-a-kind flavor changing technology that allows you to flip from one flavor profile to another. Created with a custom blend of FlavorCell®, our proprietary encapsulation technology, it is an all-in-one solution that delivers a customized sequential flavor experience. As a dry application, it can be diluted with nearly anything. Once the liquid is added, the fun begins!

Essentially it is like experiencing two beverages in one. For example, it could start off tasting like lemon (phase 1) and then end up tasting like raspberry (phase 2). Also, it can change color to reflect the changing taste experience. It could begin yellow when it tastes like lemon, then change to magenta as it changes to a raspberry flavor.



## VOICE OF THE EXPERT:

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### Q. What is the benefit to a product developer?

A. The key benefit is that FlavorFlip™ can be tailored to fit the experience you want to deliver to your specific application and target brand user. Beyond endless flavor possibilities, the different solubility matrices allow for impact timing customization. The flavor could flip quickly (about 90 seconds) for beverages typically consumed fast, like a pre-workout drink. For drinks that are enjoyed over a longer time like a hydration beverage or even a cocktail, it can be made to take up to 45 minutes for the full flip. Since consumers' behavior and needs vary by beverage type, there are a variety of particle sizes influencing timing.

### Q. What is the appeal of FlavorFlip™ for a brand aiming to differentiate?

A. This technology can help a brand deliver a delightful, almost magical experience. There is an element of surprise where at first you may not be able to wrap your head around what it will be until you taste it and see it. After experiencing it, people have shared that it is reminiscent of whimsical fun.

FlavorFlip™ is a tool that can allow you to excite palates and imaginations with transforming color and flavor combinations. With consumers interested in the new and intriguing, it could potentially even lead to a beverage going viral!

### Q. What does the future hold for FlavorFlip™?

A. Since it is incredibly flexible, we are exploring other possibilities to create dramatic taste and visual experiences. We are also investigating other application opportunities beyond beverage so more of our customers can deliver a WOW factor to their consumers.

#### Flavor Possibilities for a Yellow to Magenta Flip

Limoncello → Raspberry	Pineapple → Prickly Pear
Lemonade → Strawberry	Lemon → Watermelon
Lemon → Dragon Fruit	Pineapple → Strawberry



Ready to flip flavor in your innovation?

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