

VANILLA PLUS



Vanilla's versatile flavor can exhibit various profiles depending on how it's prepared or combined with other ingredients. **Vanilla Plus** aims to maximize the various natural flavors already found within vanilla through six flavor camps inspired by the most common vanilla flavor attributes. By elevating the classic vanilla flavor, one can impart greater depth, complexity, balance, and richness in flavor. Boost your innovation by incorporating one of our six **Vanilla Plus** flavor profiles into your product.



Salted Vanilla

Salted vanilla involves incorporating a salt enhancer into existing vanilla profiles. The salt enhances the sweetness of vanilla, creating a balanced and more pronounced flavor profile.



Sweet Vanilla

Inspired by classic sweet confectionery vanilla, this camp takes vanilla to the next level by embracing notes of marshmallow, vanillin, and maple.



Toasted Vanilla

This profile contains a rich, toasty note inspired by culinary interpretations of smoke and fire. It is characterized by a slightly caramelized, deeper vanilla flavor.



Spiced Vanilla

Complement vibrant vanilla with other sweet brown spices like cinnamon, nutmeg, clove, and cardamom to create elegant complexity.



Buttery Vanilla

Bring out the smooth and creamy quality of vanilla. Boost vanilla with butter or cream notes to deliver a luxurious and rich taste.



Malted Vanilla

Nutty, toasty, and slightly sweet, malted notes combine effortlessly with the sweet, floral, and creamy qualities of vanilla.



“Everyone always thinks of vanilla as “plain” but it is a very complex flavor that can add a lot of depth to an application.”

Andy Mohar, Principal Flavorist.
Vanilla expert for 15 years @ McCormick

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SALTED VANILLA

FROM OUR BENCH

“Vanilla is so versatile it pairs with almost any flavor imaginable! I created a salted vanilla latte cake pop inspired by my love for sweet and salty foods and vanilla lattes. Saltiness and sweet creamy vanilla notes come from Natural Optify™ Salted Vanilla flavor, which pairs well with a Natural Rich Coffee Flavor, leaving you wanting more of this indulgent treat.”

Sandra Scaliatine, Senior Scientist II



AS SEEN IN MARKET



Disney's 100th Year Celebration featured the Violet Pretzel, a cream cheese-filled pretzel drizzled with **salted vanilla cream** and lavender sugar.

Photo: DisneyFoodBlog.com.



Southern Living

Sea salt ice cream recipe from Southern Living. “**Salt contrasts the sweet creaminess of the vanilla ice cream**, enhancing the flavor of the dessert and making it almost irresistible.”

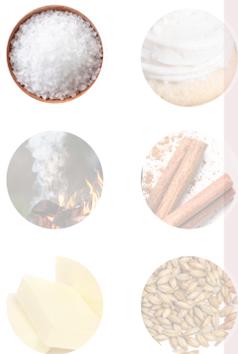
Southern Living Test Kitchen, Sept 2023.



Revival Sea Salt Vanilla Craft Almond Butter is salty yet sweet.

revivalfoodco.com

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SALTED VANILLA APPLICATIONS:

Who hasn't dipped a salty fry into a vanilla milkshake? The duo of salt & vanilla is unmatched when it comes to upping the umami and depth of a confectionery vanilla profile. When paired with salt, vanilla delivers complex 'sweet and salty' notes that elevate a range of applications. Simple, yet elegant, the pairing is great on its own to star as the call out flavor in ice cream, baked goods, coffee drinks, confections and more or to be a background note bringing an overall greater depth and complexity to any product. Specific applications that would make a natural pairing range from salted vanilla lattes to angel food cake.

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TOASTED VANILLA

FROM OUR BENCH



“Smoke and vanilla are a natural pairing because smoke balances the sweet brown in vanilla to create a rich, complex flavor profile. The smoke also enhances the bourbon rummy notes in vanilla and gives it an aged character.”

Lisa Bird, Senior Principal Scientist

AS SEEN IN MARKET



Toasted Vanilla Shaken Espresso Latte

A Starbucks limited time offer in 2022 that has inspired countless copycat home recipes and seen a launch across EMEA in 2024.



Toasty Vanilla M&M's
a Nov 2023 limited time offer that brings a toasty vanilla profile to white chocolate M&M's.



Great Value S'more Trail Mix

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TOASTED VANILLA APPLICATIONS:

Fire lights up the caramel flavor found in vanilla. Vanilla naturally has a caramel note, but the addition of smoke or heat notes can amplify the overall profile creating a more complex blonde, creamy characteristic to the caramel profile. Top this with smokey notes reminiscent of a campfire or fireplace and you have a profile that is ready for holiday limited time offers, to invoke summertime bonfire memories, and bring a sense of coziness to your products. Try a toasted vanilla when trying to achieve profiles like s'mores, crème brûlée, toasted coconut cake, and more!

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BUTTERY VANILLA

FROM OUR BENCH



“ Adding butter to vanilla gives it a creamier, slight dairy profile. I like to add a very small amount of butter to enhance the vanilla and give it more depth. ”

Andy Mohar, Principal Flavorist

AS SEEN IN MARKET



Krispy Kreme did a collab with Dolly Parton to bring a collection of sweet donuts to their portfolio in May 2024. One of the highlights was the **Peachy Keen** with crumbles of **buttery peach cobbler pieces** on top.

Photo: DisneyFoodBlog.com.



Goldfish Hello Kitty Strawberry Shortcake 2024 limited time offer



Ben & Jerry's Pecan Pie

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BUTTERY VANILLA APPLICATIONS:

Any baker will have ample amounts of vanilla and butter on hand. This duo is unmatched due to the richness and depth it brings to sweet applications. Adding a buttery note to vanilla can give it a creamier profile that works marvelously in achieving pie or cookie profiles in a variety of applications. A buttery vanilla note works great in helping to mimic profiles such as strawberry shortcake, pie crust, cheesecake, sugar cookie, shortbread, and more!

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SWEET VANILLA

FROM OUR BENCH

“When it comes to sweet goods, vanilla is both the ultimate chameleon and the most essential ingredient. It adds complexity and depth to a frosting that is otherwise just a bland mixture of sugar and fat. No matter the product, vanilla is what gives our sweet foods their distinctive flavor and makes them unforgettable.”

Tara Overland, Scientist II



AS SEEN IN MARKET



Favorite Day S'mores Spread with Graham Cracker Crumbles

is a sweet spread that blends the sweet vanilla flavor of marshmallow with chocolate to create a delectable spread of this classic s'more duo.



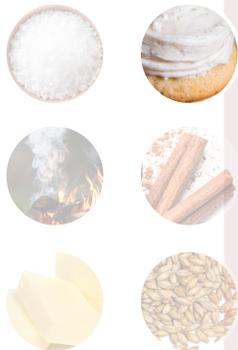
Icing the Cake

Cake flavored Ice Cream with crumbles of soft Yellow Cake, Rainbow Frosting Flecks, & Swirls of Confetti Frosting.



Friendly Farms Maple Vanilla Whipped Dairy Topping

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SWEET VANILLA APPLICATIONS:

Is there really such a thing as too sweet? Of course not! Vanilla is a staple flavor profile within sweet categories. Sweet vanilla is all about capturing that feeling when you step into a classic boardwalk ice cream shop and are greeted by that confectionary ice cream smell and classic vanilla taste. When vanilla is paired with other sweet flavors, it results in a more confectionery-like profile. Sweet vanilla can also be used to provide balance in a variety of applications—think of a coffee creamer cutting out the bitter notes of coffee. A sweet vanilla flavor works perfectly when achieving profiles like marshmallow, birthday cake, white chocolate cookie, vanilla milkshake, and more!

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SPICED VANILLA

FROM OUR BENCH

“With Fall just around the corner, we look forward to desserts or beverages with all those warming spices that bring a feeling of comfort, like Pumpkin Spice or a warm Apple Crisp. I found a new favorite to try, a Vanilla Chai Cake created by adding the perfect spice blend of cinnamon, ginger, cardamom, allspice, and cloves with a touch of Vanilla. This delicious Spice Cake provides a warm hug in every bite!”

Sandra Scaliatine, Senior Scientist II



AS SEEN IN MARKET



Starbucks Vanilla Chai Tea Latte

Although this drink is not currently on Starbucks full time menu, it is recognized as one of the most popular modifications. On Instagram, this flavor has over 5,000 hashtags.

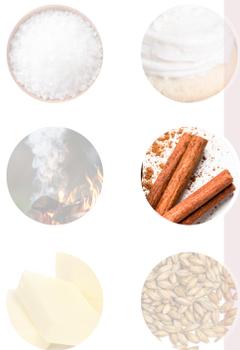


Cumberland Farms Farmhouse Apple Pie Cookies



Häagen-Dazs Dulce De Leche Churro Ice Cream

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SPICED VANILLA APPLICATIONS:

Did you know that vanilla, cinnamon, cardamom, ginger, and allspice belong to a unique group of spices known as the sweet brown family? These aromatic and warm spices, each with their own distinctive flavor, share a common thread of sweetness and warmth that makes them perfect companions in sweet dishes. A spiced vanilla profile works best when trying to replicate a pie à la mode, cinnamon roll, or coffee cake profile in the application of your choice!

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MALTED VANILLA

FROM OUR BENCH



“ Adding a malt note is a great way to bring out rich, toasted notes to complement the sweetness of vanilla. Think like the sweet toasted profile of a toasted marshmallow. ”

Andy Mohar, Principal Flavorist

AS SEEN IN MARKET



Sugar Hill Creamery offers Buggin' Out as a summer flavor on their menu. It combines the nostalgic taste of a malted vanilla milkshake with clusters of chocolate covered Rice Krispies and rivers of raspberry coulis.



Member's Mark
Coffee Almond Trio Mix
Vanilla Latte, Caramel Macchiato, Mocha
Flavored Almonds



Van Leeuwen
Malted Milkshake & Fries
Limited Time Offer Sept 2023

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MALTED VANILLA APPLICATIONS:

Nostalgia is the name of the game when it comes to malt. Think of indulging in a classic malted milkshake in an 80's diner where you get the toasted, caramel-like, fruity flavor of malt complimenting the sweet characteristics of vanilla. When combined, malt provides a savory edge, balancing the sweetness of vanilla and adding a layer of nutty complexity. This unique flavor can be utilized in profiles such as vanilla milkshake, butterscotch blondies, brown sugar pound cake, coffee, and more to add a delightful twist!

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