

Caramel Plus

Caramel's familiar sweetness can take on new dimensions through shifts in salt, dairy, butter and caramelization. **Caramel Plus** explores four flavor profiles designed to enhance, complement and build upon caramel's most recognizable qualities. From creamy and buttery to salted and deeply caramelized, these profiles offer new ways to add richness, depth and complexity to a familiar favorite. Boost your innovation by incorporating one of our four **Caramel Plus** profiles into your product.



Salted Caramel

Balance caramel's rich sweetness with a touch of salt. Salty notes sharpen the profile while bringing greater depth and contrast to caramel's familiar indulgence.



Buttery Caramel

Build on caramel's familiar richness with warm, buttery notes. A creamy, rounded profile creates an indulgent taste with comforting appeal.



Milky Caramel

Soften caramel with smooth, milky notes for a creamy and approachable profile. Dairy cues bring added richness while maintaining caramel's familiar sweetness.



Burnt Caramel

Push caramel toward deeper, more complex territory with dark caramelized notes. A touch of bitterness balances the sweetness and creates a bold, sophisticated profile.

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Caramel Plus:

Salted Caramel

Salted caramel has become a familiar favorite for a reason. The contrast of sweet caramelized sugar and salt brings out caramel's rich, buttery notes while adding depth and balance to the overall profile. From subtle salt that tempers sweetness to a more pronounced sweet-and-salty experience, the pairing can flex across a range of applications. Use it to add indulgence to chocolate, bakery and frozen desserts, bring a craveable twist to snacks, or add dimension to protein-forward and better-for-you products.

As seen in market

1. Winky introduced No Added Sugar Salted Caramel Protein Pudding, pairing indulgent salted caramel flavor with 10g of protein and no added sugar. *May, 2026*

2. Pepperidge Farm brought a sweet-and-salty twist to its classic Chessmen Cookies with Salted Caramel, pairing buttery cookies with salted caramel pieces. *March, 2026*

3. BUILT introduced Salted Caramel Puff Bars, featuring a fluffy caramel center coated in milk chocolate and finished with sea salt. *May, 2026*









"**Rich and sweet** buttery caramel with deep cooked-sugar richness and a **delicate savory salt** lift."

Rob Bowen, Principal Scientist

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Caramel Plus:

Buttery Caramel

Butter brings another layer of richness to caramel's familiar sweetness. Its creamy, rounded character complements caramelized sugar notes, creating a smooth and indulgent profile with plenty of comforting appeal. From classic butter caramel to butterscotch-inspired combinations, buttery notes can soften and enrich caramel while building greater depth of flavor. Use it to bring a rich, familiar twist to confections and snacks, add warmth to bakery and frozen desserts, or create an indulgent flavor experience across a range of applications.

As seen in market

1. Trader Joe's introduced Butter Caramel Hard Candies, combining creamy, smooth caramel with butter for a rich take on the classic confection. *May, 2026*

2. Urban Accents launched Buttery Caramel Corn Microwave Popcorn, bringing buttery caramel flavor to a familiar savory snack format. *January, 2025*

3. Verse paired dark chocolate with crunchy cashew butterscotch in its 70 Percent Cacao Dark Chocolate Crunchy Cashew Butterscotch Cups, balancing rich cocoa with a smooth, buttery confectionery profile. *June, 2026*









"Adding a buttery note to a caramel flavor is a great, simple way to elevate the overall profile and can be used to mimic a more **traditional home-made caramel** in many applications."

Madison Pryshlyak, Scientist II

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Caramel Plus:

Milky Caramel

Milk brings a smooth, creamy dimension to caramel's familiar sweetness. Its soft dairy notes complement caramelized sugar, creating a mellow and indulgent profile with a balanced sweetness and a rich, velvety finish. From creamy frozen desserts to decadent spreads and ready-to-drink beverages, milky caramel offers a comforting twist on a classic flavor combination. Use it to bring a smooth, satisfying sweetness to everyday favorites and elevate indulgent experiences across a range of applications.

As seen in market

1. Jeni's introduced Vanilla Caramel Sundae Ice Cream Bars, featuring vanilla ice cream with smoky almonds, a ribbon of caramel sauce and a chocolatey crunch. *March, 2025*

2. Nerdy Nuts launched Twixty De Leche Peanut Butter Treat, combining brown sugar white chocolate peanut butter with dulce de leche graham sauce, chocolate chip and caramel cookie dough, and caramel stix candy. *May, 2026*

3. STōK launched Caramel Cream Flavored Energy Cold Brew Coffee, bringing creamy caramel flavor to a ready-to-drink coffee beverage. *November, 2024*









"Creamy, slightly sweet dairy notes create a **rich, indulgent profile** that can turn any product into **luxury**."

Erika James, Scientist II

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Caramel Plus:

Burnt Caramel

Taking caramel beyond its familiar sweetness, burnt caramel introduces deeper, toasted notes with a subtle bitterness that adds complexity and balance. Its rich, caramelized character creates a more sophisticated flavor profile, offering a bold contrast to sweet, creamy and chocolate-forward applications. From decadent confections and indulgent snacks to coffee beverages, burnt caramel brings an elevated twist to familiar favorites. Use it to add depth, balance sweetness and create a more layered flavor experience across a range of applications.

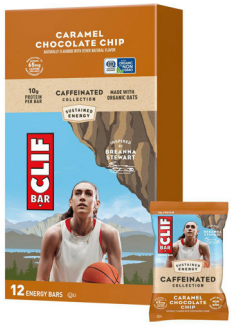
As seen in market

1. Maeve introduced Crème Brûlée Crackle Chocolate Bonbons, combining vanilla bean white chocolate, crunchy toffee and dark chocolate for a rich, indulgent treat. *April, 2025*

2. CLIF Bar launched Caramel Chocolate Chip Energy Bars, pairing caramel and chocolate chip flavors with organic oats. *December, 2025*

3. Nestlé Coffee mate launched Harry Potter Cauldron Cake Toffee Creamer, bringing sweet toffee flavor to a creamy coffee experience. *September, 2026*









"This profile **ups the complexity** by adding in **toasted, even smoky notes**. Burnt caramel keeps caramel from being too sweet, so it can be a great option for a more **balanced flavor.**"

Erika James, Scientist II

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