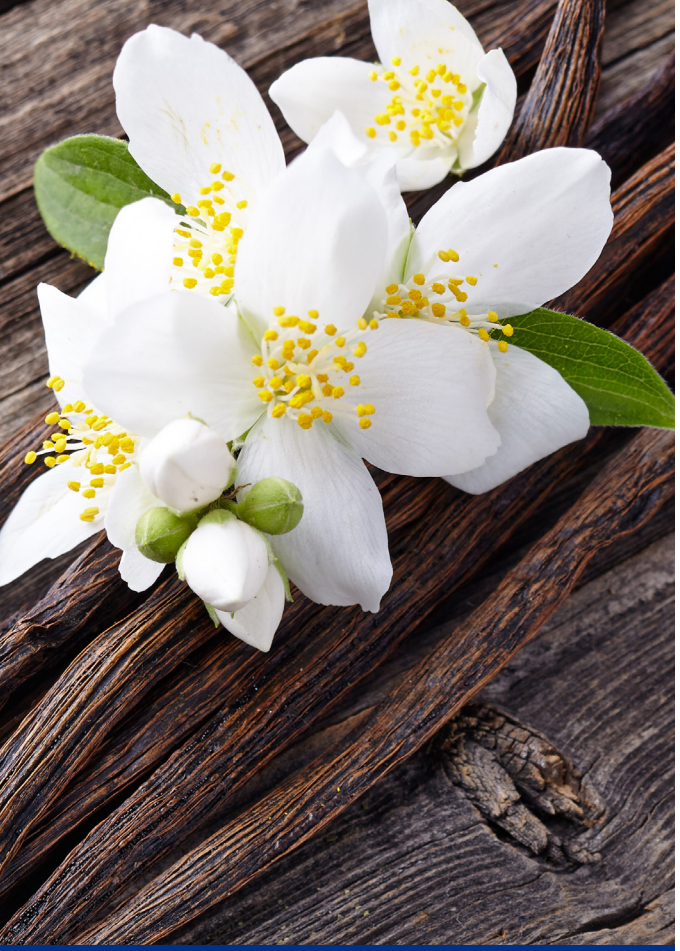


Vanilla Plus

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 and vanilla expert

McCormick Flavorsolutions

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Vanilla Plus:
Salted Vanilla

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.

As seen in market

1. Purely Elizabeth introduced Salted Vanilla Pistachio granola, a limited edition beauty focused granola with collagen, peptides & biotin. *February, 2026*

2. Apart of Salt & Straw's limited edition Chef Series, Cheesecake with Salted Yuzu Custard builds on a salted vanilla ice cream base with Japanese soufflé cheesecake and more. *June, 2026*

3. Glico announced the return of Pocky Salted Vanilla. These whole grain biscuit sticks are dipped in smooth vanilla cream and finished with a light sprinkle of sea salt. *July, 2025*









"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

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Vanilla Plus:
Toasted Vanilla

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!

As seen in market

1. Included in Jeni's summer collection includes Toasted S'mores ice cream featuring toasty vanilla bean marshmallow ice cream capturing the lightly caramelized edges of a campfire-roasted marshmallow. *June, 2025*

2. Chobani's new Toasted Coconut Vanilla pairs the rich flavor of coconut with vanilla to work well within hot or cold coffee drinks. *January, 2026*

3. Insomnia's limited edition Favorite: Campfire Smores packed with toasty marshmallows, graham crackers, and chocolate chunks. *January, 2026*









"**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

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Vanilla Plus:
Buttery Vanilla

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 cookies, shortbread, and more!



As seen in market

1. Panera's Crème Brûlée Bites feature a mini buttery vanilla cake topped with brown sugar streusel crumb and sprinkled with salted caramel sugar. *November, 2025*

2. Little Debbie's launched buttery, bite sized vanilla flavored muffins as part of their fall lineup. *August, 2025*

3. Nestlé Toll House expanded its ready-to-bake lineup with three new flavors, including Brown Butter Chocolate Chip, blending brown butter richness, vanilla notes, and milk chocolate morsels for a balanced, elevated twist on the classic. *June, 2026*







"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

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Vanilla Plus:
Sweet Vanilla

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!

As seen in market

1. Blue Bell's Honey Vanilla is one of the first new flavor releases of the year. This ice cream is a simple blend of creamy, sweet vanilla ice cream infused with the floral notes of honey. *February, 2026*

2. Barebell's Orange Creamsicle Protein bar is described as a "taste of refreshing citrus meets sweet vanilla in a smooth, satisfying texture that feels like dessert". April, 2026

3. For America's 250th anniversary, General Mills is releasing vanilla cake flavored Cheerios with sprinkles. *April, 2026*









"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 otherwisejust 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

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Vanilla Plus:
Spiced Vanilla

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!



As seen in market

1. Disney's Epcot Food & Wine Festival featured an apple-cinnamon and caramel mini churros sundae with vanilla bean gelato. *August, 2025. Photo: Lisafollowingthemagic.*

2. Starbucks Horchata Shaken Espresso is returning with the new Horchata Frappuccino beverage blending cinnamon, sweet vanilla and nutty notes together. *May, 2026*

3. Maeve's 14 Carrot Cake chocolate is made with layers of decadent walnuts and spices - cinnamon, nutmeg, ginger and allspice, with the help of vanilla to bring this profile to life. *June, 2025*







"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

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Vanilla Plus:
Malted Vanilla

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 complementing 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!

As seen in market

1. MALK teamed up with Coconut Cult for a limited time flavor release: Vanilla MALKshake. "This one tastes just like your classic milkshake with the added superpower of live probiotics." *February, 2026*

2. Farm Shop, a scoop shop in Buffalo, recently introduced a Malted Neapolitan: two fudgy brownie cookies sandwiching creamy malted vanilla custard alongside strawberry ice cream. *May, 2026*

3. Gooey Malted Cookie Dough Chocolate Chunk Bars recipe from Food & Wine. "Made with malted milk powder, the bars are nostalgic yet rich and complex". *May, 2026*









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

Andy Mohar, Principal Flavorist

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