

Three Tips for Creating **Flavor Stability in Your Bars**

Creating a great-tasting bar starts with the right flavor. Here are a few tips and tricks to help maintain flavor stability and keep your bars tasting their best.

Tip #1: Choose Your Flavor Form Carefully

Stabilize the flavor in your bar to reduce flavor fade over time by using the right form. Liquid flavors release more quickly and are more vulnerable to flavor loss from heat and light. When possible, choose a dry or spray dried flavor.

Oil soluble flavors are better than water soluble flavors for longevity. Also, oil has increased stability over a wider range of processing conditions. If your bar is heat treated, volatiles and solvents will flash off when water soluble flavors are used.

Propylene Glycol can have benefits when working with protein as it can help prevent a bar from becoming too hard or crumbly during storage.

Tip #2: Build in Multiple Components for Flavor Stability

When formulating bars, consider all components and ingredients, as well as their overall impact on the final product format. Consider whether the bar base supports the desired characterizing flavor, and incorporate additional ingredients that help support the characterizing flavor. For example, if developing a brownie flavor, include ingredients such as cocoa powder or chocolatey inclusions, along with flavor applied throughout the core and/or coating.

It is also helpful to build in a complementary background flavor, so that as flavors fade over time, the bar maintains complexity and depth.

Tip #3: Encapsulate Your Flavors

Encapsulation can protect against protein absorption of flavor. McCormick FlavorCell® encapsulation technology is specifically designed to preserve flavor fidelity throughout the manufacturing process and meet consumers' taste expectations. Benefits include:

- Embeds flavor within a protective matrix
- Extends flavor shelf-life for impactful delivery in finished bars
- Combines with existing flavors to reduce overall usage



Seeking flavor stability for your bars? We're happy to help. Reach out to discuss flavor needs.

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