



Flavor Spotlight **Vanilla**

From indulgent vanilla bean ice cream to silky vanilla creamer in your morning coffee, or fragrant vanilla extract folded into cookies, vanilla remains one of the world's most beloved profiles. Celebrated for its versatility, vanilla has a rich heritage as an iconic flavor across both sweet and savory applications.

Often perceived as simple or classic, vanilla is anything but one-dimensional. Its flavor profile carries remarkable depth and nuance, offering creamy, woody, floral, and subtly smoky notes.

From our experts

"Beyond delivering its signature taste, vanilla enhances body, rounds sharp edges, and adds complexity to a flavor system. It can function as a **subtle background builder** that harmonizes other notes or as a **defining flavor** that takes center stage in a finished product."

Andy Mohar, Principal Flavorist

84%

of U.S. consumers love
or like VANILLA.

Datassential, 2026

Pairing ideas: **Vanilla +** **Spices: Cinnamon, Nutmeg, Clove, & Cardamom**
Butter | Smoke (Toasted Vanilla)
Malted Notes| Salt (Salted Vanilla)

Flavorsolutions

Contact us or [click](#) to request a **FREE VANILLA** flavor sample.