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Flavouring a natural emotional balance

Sensient Flavors has developed new beverage concepts that respond to the rising demand for products that influence and balance our emotional state in a gentle, natural way. Health and wellness benefits are no longer simply a matter of physical nourishment; the emotional influence of foods and drinks is also an important consideration. With that in mind, these new products support manufacturers as they strive to create successful 'emotion drinks'.

Sensient is enabling its customers to capitalise on this trend by taking a 'soft' approach. Their holistic concepts tap into the power of berries and are based on how colour psychology can influence our moods with drinks that deliver harmonious

colour-flavour combinations and correspond to emotional states.

The four basic concept lines are Relaxing-green, Calming-blue, Uplifting-yellow and Energizing-red. For example, Sensient's Calming concept combines the

juicy, ripe flavour of blueberry with a hop extract, whereas the Relaxing version features gooseberry and hop. Fruity sea buckthorn and ripe apricot notes give the Uplifting drink its distinct taste and Energizing benefits from hints of redcurrant, strawberry and ginger to boost both body and soul. These four base concepts can be adjusted with additional functional ingredients. Sensient's flavouring experts can also help to mask undesirable off-notes while maintaining a highly desirable overall flavour impact.

Sensient Flavors Beverage Europe General Manager Hans-

Juergen Sachs commented: "In our stressful lives, the need for mood balancing food and drinks has steadily increased, to calm us down or to give us an emotional boost. Especially the tea sector currently demonstrates the potential this 'mood market' offers. With our holistic concepts for mood drinks, we can help customers to capitalise on this exciting opportunity for versatile beverages." ■

