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DRINK TO EMOTIONAL WELLBEING

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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. Sensient Flavors is enabling its customers to capitalise on this trend with its new beverage concepts, which help manufacturers create 'emotion drinks'.

The holistic concepts tap into the power of berries and are based on findings of how colour psychology can influence mood. The four basic concept lines are relaxing green, calming blue, uplifting yellow and energising red. Sensient's calming concept combines blueberry with a hop extract, whereas the relaxing version features gooseberry and hop. Fruity sea buckthorn and apricot notes give the uplifting drink its distinct taste and energising benefits from hints of redcurrant, strawberry and ginger to boost both body and soul.

These four base concepts can be adjusted individually to create bespoke products with additional functional ingredients.

Hans-Juergen Sachs, general manager, Sensient Flavors Beverage Europe, comments, "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."

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