

INSPIRE

# The Ottens Observer

**IFF** | *Ottens  
Flavors*

# Flavors of the Holiday Season!

One of the most exciting things we look forward to during the holiday season is the food! From Thanksgiving side dishes, to Christmas cookies, and everything in between, we all love the flavors of the holidays. As the LTO's fill up the shelves at the grocery stores, it's time to look at what's hot this holiday season, and what we think will be the next seasonal star!

Looking at fruit flavors—apple is a perennial holiday classic, especially when paired with cinnamon, but cranberry is not far behind. Think cranberry spice, cinnamon cranberry and white chocolate cranberry. Mulled spices are also a classic, with fruit pairings, like orange mulled spice. Or try chocolate and fruit combos, like white chocolate pomegranate.

We can't forget about super indulgent flavors, like peppermint brownie or caramel crème brûlée. Also, cookie flavors are popular during the winter months, snickerdoodle, sugar cookie and gingerbread. And of course, hot beverage flavors are featured in various items from oatmeal, cereal, baked treats and even yogurt! So far this year we have seen hot cocoa, vanilla chai, egg nog, spiced sweet cream, chocolate mocha and vanilla latte flavored treats.

A few new flavors to note this year are champagne, hazelnut and butterscotch. Champagne flavored candies are hitting the market just in time to sweeten the New Year! Hazelnut is featured in many new applications such as chocolate hazelnut spice. And Ottens predicts that butterscotch will be the next caramel. Ready to take on the holiday season!



## Protein continues to drive plant based trend in North America



(Mintel GNPD, 2016) (Technomic, 2016)

New food and drink launches with high protein claims are almost three times higher in the US than anywhere else in the world, according to Mintel.

Consumers believe protein provides energy, and has the ability to suppress hunger. Americans are looking for protein to aid in satiety, weight management and to boost muscle recovery and build muscle after a workout, making protein appeal to a broad audience in a great number of usage occasions.

As dairy consumption declines, more non-dairy options are becoming available on the market. Non-dairy milks have become increasingly strong competition to dairy milk over the past several years, with the percentage of introductions of soy, nut, rice, grain and seed-based milks increasing 35% in the past 12 months.

Due to the demand for high protein beverages and more vegan consumers looking for options, vegan protein products have expanded. featuring soy, rice, pea and various other plant blends. Even food service is picking up on this trend, and we are seeing more smoothie locations offering vegan protein options for shakes.

The top flavors launched with high protein claims are chocolate, vanilla and strawberry. Banana, berries and cookies n' cream are also growing for protein products. We are seeing more café inspired options on the market such as vanilla chai, pumpkin spice, mocha, and chocolate espresso as well.

## Tea Flavors in Alcohol

Tea has definitely taken off over the past five years as consumers look for healthier alternatives to soda and high sugar fruit juices. The ready-to-drink tea market has exploded featuring various types such as white, green, black, oolong, herbal and matcha. Tea is also paired with interesting flavors like hibiscus, ginger, tart cherry and elderflower.

Tea is now making its way into other categories such as alcohol. With consumers going crazy for tea and using tea in homemade cocktails, it makes perfect sense to blend the two. Firefly was one of the first alcohol companies to launch sweet tea flavored vodka, perfect to mix with lemonade. Other companies have caught onto the trend and we are seeing peach tea and raspberry tea on the market. Absolut has launched two interesting tea flavored vodkas, Wild Tea and Black Tea with elderflower.

We believe matcha and chai would be the perfect next step for tea flavors in alcohol. Creating rich and creamy cocktails to enjoy during the holiday months!

*(Mintel, 2016)*



## IFF Completes Acquisition of David Michael

On October 7<sup>th</sup>, International Flavors & Fragrances announced that it has successfully completed the acquisition of David Michael & Co. Founded in 1986, David Michael is headquartered in Philadelphia, and well-known in the industry for its vanilla expertise, strength in dairy and beverage, and relationships with dynamic, middle-market customers.

IFF has begun the process of merging David Michael and IFF-Ottens Flavors, to further strengthen its North American flavor business. An integration team representing functional teams from IFF, David Michael and IFF-Ottens are meeting regularly to facilitate the process. This month, the entire team gathered at IFF-Ottens' facility in Philadelphia to update our progress (pictured). We look forward to sharing more updates with you in the future, as we continue on our path of integration!



# 'Tis the Season for (Thanks)GIVING

Every year, Ottens Flavors hosts a food drive for Thanksgiving to help local families have the opportunity to enjoy a thanksgiving meal with loved ones. Ottens employees donate canned and box goods to be used for meals. Last year we donated over 50 meals to families in need. All donations are given to a local organization, ACHIEVEability.

*ACHIEVEability is a nonprofit organization working to break the generational cycle of poverty for single parent, low income, and formerly homeless families through education, supportive services, community & economic development & housing and accountability.*

We look forward to helping even more families this holiday through our Thanksgiving donation drive!



## Flavor of the Month

### *Brown Sugar Flavor*

The sweet mixture of white sugar and molasses make up the perfect addition to any treat. Dark brown sugar has a slightly more complex flavor, one which people often characterize as similar to caramel or toffee. Brown sugar takes your creations to the next level, providing that authentic homemade taste.

Brown sugar flavor is perfect for hot chocolate or coffee, sweet baked goods, blended into hot cereal, or used in a marinade for pork and ham. Give Ottens' brown sugar flavor a try, just in time for baking season!

