

Tips for Working with Inherent Flavor Profiles in Your Bar



When developing a new bar, you should take into consideration the inherent notes coming from your base ingredients, such as roasted notes from almonds or brown fruit notes from dates and figs.

YOU HAVE OPTIONS IN YOUR FLAVOR DEVELOPMENT.

1. Use complementary flavor profiles to these inherent notes
2. Use strong, impactful flavors to overcome these inherent notes
3. Mask these inherent notes using taste modification

Let's take a date bar for example.

USING COMPLEMENTARY FLAVORS:

A date bar has inherent brown fruit notes and often contains ground nuts providing additional flavors. You may try to complement these notes by using a flavor like toasted coconut. Your base already provides the sweet brown and nutty flavors, while the characterizing toasted coconut flavor provides balance to your overall flavor profile. And the nutty, brown, toasted fruity profile will resonate with consumers because they expect all of those flavors in a toasted coconut bar – adding dimension and depth to your overall flavor profile.

USING STRONG, IMPACTFUL FLAVORS:

Flavors such as lemon, orange, or blueberry, are strong enough to cover the brown fruit and nutty notes associated with a date bar. The tartness of citric acid hits early and strong in the eating experience, which is exactly what consumers expect of impactful fruity flavors. By overcoming the inherent notes from your base ingredients, you can provide your consumer with a variety of flavors without having to change your base formula.

USING TASTE MODIFICATION TECHNOLOGY:

To expand flavor innovation even more, you can also use taste modification technology to mask these inherent notes in the date bar all together. This technology creates a neutral base, opening the possibilities for flavoring your date bar with a variety of characterizing flavors – filling your innovation pipeline with endless possibilities.

Let's chat more about your projects and flavor needs. Reach out to me to set up a call.



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