

WHY TRY DRY:

Three Ways to Know It's Right For Your Product

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We hear it from customers occasionally: “We can’t,” they say. “We just can’t use a dry flavor. Send us a liquid.” And of course, we do so happily. It seems simple -- they don’t use dry flavor. But should they? Should you?

We’ve found that doing something just because “that’s the way it’s always been done” is a recipe for stagnation. At FONA, we want to help you grow. And sometimes that means challenging misconceptions. Today, we’ll talk about dry flavor. From mitigating flashpoint problems to higher flavor impact, dry flavor is often the best delivery system. So let’s do a check-in with your specific situation and see — are you missing out? Here are three ways to know if it’s time to “try dry.”

ASK YOURSELF:

1. Is flashpoint a problem?

You need to deliver a taste impact, but liquid flavors often come with more restrictive flashpoint parameters. It’s a balancing act – achieving a higher flashpoint can mean you’re diluting the flavor. The right dry flavor can deliver an equally powerful taste profile – without any flashpoint challenges.

2. Are you concerned about hazardous storage?

If hazardous storage is a concern (and of course it is). You may want to consider exploring dry flavor. Sometimes it’s necessary to store large amounts of flammable ingredients. There’s value in liquid flavor. But what if you could mitigate some of your risk? If it’s a major concern for you, dry flavor may be worth exploring.

3. Are you losing taste impact through processing?

If your taste profile isn’t surviving your processing, it’s definitely time to explore your dry options. Your dry flavor can often be incorporated at the same stage as other dry ingredients and won’t burn off during processing in the way liquid flavor does. At FONA, we have a number of proprietary technologies that capture and deliver impactful taste through a dry system.

TIME TO BREAK OUT OF YOUR COMFORT ZONE?

Maybe dry is just not the right option for you. But if you answered “yes” to any of these questions, it is probably worth a conversation. From our patented and patent-pending TrueTaste® technology to our portfolio of custom encapsulation solutions, FONA can create the right match for you.

Dry or liquid, we’ve got you covered. Let’s talk.



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