

SWEET BROWN FLAVOR FOR WARMTH & NOSTALGIA

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“AN UNSUNG HERO FOR THE HOLIDAY SEASON, SWEET BROWN FLAVORS ARE KNOWN FOR EVOKING A FEELING OF NOSTALGIA.”

Here are some of my favorite sweet brown flavors that add warm and nostalgic taste to applications:

BAKED SWEET SPICE

Perfect for that fresh out-of-the-oven flavor and aroma, this flavor tastes like a spice cake with sweet spices and baked notes.

CHOCOLATE

Recalling the taste of chocolate chip cookies and hot cocoa, indulgent chocolate is a must-have flavor for sweet comforting profiles.

TOFFEE

This sumptuous buttery brown flavor offers a sweet, caramelized sugar taste with a satisfying hint of salt.



Sweet brown profiles can be an attribute – and a selling point – in many kinds of products. Associated with feel-good fare, these warming flavors are often tied to nostalgia, especially the cozy comforts of the fall and winter.

For a food or beverage developer, the key is to identify the feeling and taste experience you want to create. What appeals to your brand target? What warm-and-fuzzy memory do you want to trigger – gingerbread baking, a sip of hot chocolate, or another sweet food memory?

Fortunately, there are numerous types of sweet brown flavors available to create a seasonal inspired launch for your brand. From rich spices like cinnamon to brown-hued flavors like maple, you can deliver exciting taste for your cool weather creations. Also, flavors associated with baking and cooking (baked apple pie, caramelized sugar) can lend an extra dimension and signature taste to any application.



MAPLE BROWN SUGGAR

Associated with crisp fall morning goods, maple brown sugar delivers a rich, buttery distinctive flavor.

APPLE PIE

With cooked apple and baked brown notes, this pie inspired flavor is perfect for applications like baked treats, bars, cereal and even coffee drinks.

CINNAMON

A flavor favorite among sweet browns, cinnamon delivers that slightly woody, warming taste found in so many beloved baked goods like snickerdoodles, coffee cake, and pumpkin pie.



Ready to deliver sweet brown flavor to your innovation?

Reach out to discuss or request a flavor sample.

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