

# COST ENGINEERING = FLAVOR VALUE



sensapure  
FLAVORS

**Don't shoot the messenger ... but  
you're probably paying for flavor  
ingredients you don't need.**

## Our History

Sensapure Flavors began as the flavoring and product department arm of a national supplement manufacturing company. Which means we understand the production and retail side of the industry. We get it. A savings in your cost of goods of .05 a serving is serious business.

## The cost of Mixology

Mixology is a term used by lots of folks in lots of different ways. In product/applications development, we use the term to describe how existing compounds (flavors, sweeteners, masking agents, active ingredients) are "Mixed" to create a new product or solution. Essentially, the "toolbox" of mixology consists of the flavors and ingredients each brand, manufacturer or flavor house has on hand. With only mixology, brands or flavor houses will "keep mixing" in additional ingredients to achieve the goal, thus increasing the cost of the final product.

## Six or sixteen flavors

Not all flavors are created equal. Flavors that taste exactly the same can often be created from different ingredients and have very different cost loads. Utilizing flavor chemistry alongside mixology allows companies to simplify, minimize, and eliminate redundancies in the formulation;



changing chemicals until the flavor profile is exactly right.

Talented flavor chemists are able to work with applications experts to create a flavor with complexity while still meeting clients' needs economically.



**Ask your partnering  
manager how your  
team can participate in  
upcoming Sensapure  
Academy classes.**

# SAMPLING OF FLAVOR KEYS

Hundreds of unique flavors available  
in NAT, N&A and ORGANIC

## Apple

Apple Pie  
Golden Delicious  
Granny Smith  
Red Delicious



## Alcohol Inspired

Brandy  
Irish Cream  
Rum  
Rum & Coffee  
Tequila  
Whiskey



## Baked Goods

Butter  
Cake Batter  
Cake Crust  
Churro  
Condensed Milk  
Cookie Dough  
Cookies + Cream  
Danish Streusel  
Doughnut  
German Chocolate Cake  
Graham Cracker  
Malt  
Milk Crumbs  
Strawberry Shortcake



## Berry

Blueberry  
Blackberry  
Raspberry  
Black Currant  
Elderberry



## Blue Raspberry

Blue Raspberry  
Blue Raz Popsicle



## Candy

Bubble Gum  
Cherry Bubble Gum  
Cherry Popsicle  
Cotton Candy  
Grape Bubble Gum  
Marshmallow  
Orange Creamsicle  
Orange Slice  
Peach Rings  
Red Fish  
Rocket Popsicle  
Sour Gummy Worm  
Starfruit Candy



## Cherry

Black  
Fresh  
Maraschino



## Chocolate

Brownie  
Dark  
Fudge  
Hot Chocolate  
Milk  
Rich Chocolate



## Citrus

Blood Orange  
Clementine  
Grapefruit  
Lemon  
Lime  
Orange  
Tangerine



## Fruit Punch

Candy  
Cherry  
Citrus Bubble Gum  
Tropical Punch  
Tutti Fruity



## Grape

Concord  
Tart  
White Grape



## Melon

Cantalope  
Golden Honeydew  
Honeydew  
Watermelon



## Nut (allergen free)

Almond  
Almond Cream  
Cashew  
Hazelnut  
Roasted Almond  
Walnut



## Other Fruits

Acai  
Apricot  
Banana  
Nectarine  
Passion Fruit  
Plum  
Pomegranate



## Strawberry

Creamy  
Fresh  
Jammy  
Ripe  
Tart



## Sodas

Cola  
Cream Soda  
Ginger Ale  
Lemon Lime  
Orange  
Rootbeer



## Tropical

Dragon Fruit  
Guanabana  
Guava  
Kiwi  
Mango  
Passion fruit  
Peach  
Pineapple  
Starfruit



## Vanilla

Creamy  
Custard  
Extract  
French  
Ice Cream  
Vanilla Bean



## Other

Butter Pecan  
Buttered Popcorn  
Caramel  
Cinnamon  
Coconut  
Cream  
Ginger  
Hibiscus  
Honey  
Pumpkin Spice  
Rice  
Tea  
Toffee  
Yogurt



## New & Noteworthy

Black Pepper  
Chamomile  
Jostaberry  
Lavender  
Limequat  
Pineberry  
Pluot  
Tanger

## Flavor Enhancers

Bitter Blockers  
Fresh Flavor  
Sweetness Enhancers

For Remote Sensory  
Lab Testing, try the  
**Sensapure App:**  
[sensapure.com/app](https://sensapure.com/app)

**sensapure**  
FLAVORS