

CERTIFIED FLAVOR CHEMIST ADVANTAGE



sensapure
FLAVORS

It's like having your own personal Flavor Wizards on staff.

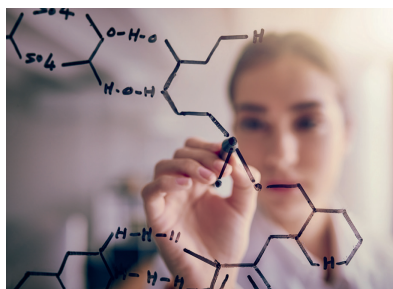
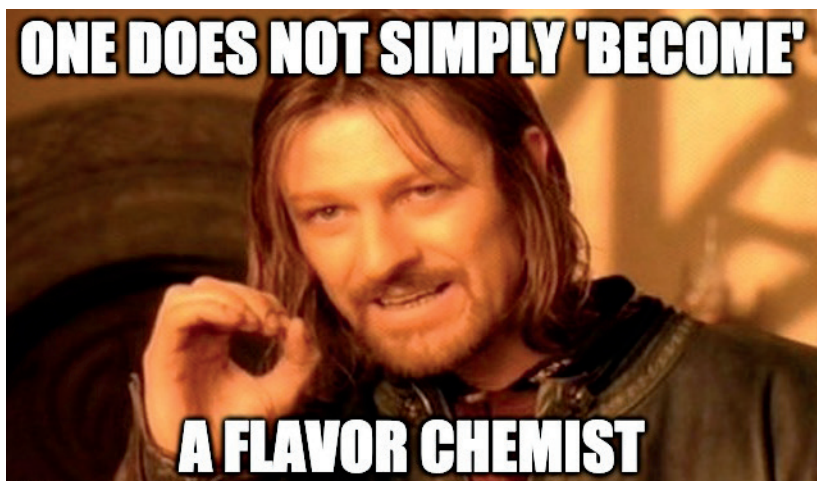
Flavorist? Flavor Chemist?

Flavor chemists (also known as flavorists), develop flavors using natural and synthetic approved flavor chemicals and extracts for a wide variety of food and beverage products using creative and artistic talents along with various analytical tools including GC/MS. Often, creating a great tasting flavor is just the start. Finding the most cost-efficient flavor systems that are compatible with specific active ingredients ... that's where the wizardry happens.

What Is a Flavor Chemist?

In 1954, in New York City, The Society of Flavor Chemists was organized as the founding members sought to learn from one another and further their craft. As there were no specialized college degree programs focused on flavor chemistry (and still aren't), the Society adopted an apprenticeship model, and standards for the flavor industry. Today, Flavor Chemists earn this recognition from the Society through an intensive apprenticeship program of 7 years post college (Chemistry or Food Science degrees) or 10 years of training for non-college graduates. Working knowledge (measured by the ability to identify by smell) of hundreds of different chemicals, their volatility and potency is required.

It goes without saying that a "Flavor Chemist" must have exceptional sense of taste and smell, deep knowledge of



organic chemistry, have excellent math skills, a thorough understanding of legal/regulatory/production methods/economics, and safety factors of the formulation and production of flavors. They also must be an artist of flavor, being able to create new experiences from existing and innovative ingredients.



Ask your Sensapure partnering manager how our Flavor Wizards can find better ways to produce your most popular flavors, and help you develop your next best-selling flavors as well.

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