

DIALING IN A WINNING FLAVOR:

GUIDELINES FOR FOOD & BEVERAGE DEVELOPERS ORDERING FLAVOR SAMPLES



STEP 1: Communicate Your Basic Parameters

- What is your product application?
- Does your formula require a specific flavor solubility?
- When do you need the flavor samples?
- What are your desired label claims for flavor?
- How would you describe your ideal flavor profile?
- Does your manufacturing process have any steps that may affect flavor?



STEP 2: Explain Application-Specific Characteristics



ALCOHOLIC BEVERAGES

- Are you flavoring a spirit or creating a ready-to-drink alcoholic beverage?
- Which alcohol base are you flavoring?
- Do you need TTB-approved flavors?
- What is your targeted Alcohol-by-Volume (ABV) for your finished beverage?



REFRESHING BEVERAGES

- Are you striving to deliver functional benefits like energy, recovery, focus or relaxation, and which ingredients are you incorporating into your beverage base?
- Will your beverage be carbonated or still?
- What is your targeted sugar content, and which sweetener systems(s) will you use?



SUGAR CONFECTIONS

- Who are you trying to reach with your product?
- What functionality do you want to offer?
- For gummies, what are your base ingredients?



BAKED GOODS

- Are you offering functional characteristics like reduced sugar or added protein?
- If you have sugar reduction in mind, share details about your label claims, such as:
 - The percentage of the decrease vs. a “no added sugar” claim
 - The sweetener system you plan to use
- Do you plan on using any functional ingredients?



FROZEN DESSERTS

- What is the fat content in your dairy base?
- What plant base(s) are you incorporating into your formula?



STEP 3: Share Your Flavor Sample Size Requirements and Shipping Details



STEP 4: Offer Feedback About Flavor Sample Performance to Keep Your Project Moving!