

## FLAVOR SPOTLIGHT:

# SWEET VANILLA

Vanilla can exhibit various profiles depending on how it's prepared or combined with other ingredients. A staple for baked goods, candy and ice cream, vanilla is frequently found with indulgent sweets. When vanilla is paired with other sweet flavors, it results in a more confectionery-like profile. To many, this sweet vanilla profile is comforting, and reminiscent of their favorite treats. Check out how sweet vanilla is appearing in market, along with some inspiration from our experts.



## TREND SIGNALS

 87%

of consumers like or love vanilla.

*Datassential, Flavor, 2024*

21k

Total social media mentions  
of sweet vanilla.

*10.3.23-11.5.24, BrandWatch, Canada & U.S., English*

On U.S. menus, vanilla is  
most often paired with:

1. Ice Cream
2. Chocolate
3. Cake
4. Whipped Cream
5. Caramel

*Datassential, 2024*



“When it comes to sweet goods, vanilla is both the ultimate chameleon and the most essential ingredient. It adds complexity and depth to a frosting that is otherwise just a bland mixture of sugar and fat. No matter the product, vanilla is what gives our sweet foods their distinctive flavor and makes them unforgettable.”

*Tara Overland, Scientist II*

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## AS SEEN IN MARKET



**Favorite Day S'mores Spread with Graham Cracker Crumbles** (Oct '23) is a sweet spread that blends the **sweet vanilla** flavor of marshmallow with chocolate to create a delectable spread of this classic s'more duo.

**Birthday PAWty Infusion @ Scooter's Coffee** (Aug '24)

"Our very own SCOOT! Energy™ base is paired with **vanilla flavor** to provide a **sweet and creamy** take on our energy infusions. This drink is topped with vanilla cold foam and festive rainbow sprinkles."



**Clancy's (Aldi) Sweet Vanilla Flavored Kettle Corn**, (April '24)

**Celebration Cake @ Ruby Tuesday** (April '23)

Vanilla cake with a burst of sprinkles inside, layered with **sweet vanilla** icing and covered with countless rainbow sprinkles.



**Fage Creamy Dreamy Cultured Cream Dessert with Sweet Vanilla** (Sept '24)

"Indulge in the perfect combination of velvety **sweet vanilla** and real cultured cream in every luxurious spoonful."

## FROM OUR CHEFS

“Vanilla is the iconic flavor that cues ‘sweetness’, making it the baker’s secret. It naturally increases the perception of sweetness and adds a bourbony-brown undertone that makes it synonymous with delicious offerings from baked goods to marshmallows.”

Hadar Cohen Aviram, McCormick Executive Chef

Check out our recipe for [Very Vanilla Marshmallows](#).





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### FROM OUR BENCH

Inspired by classic bakery applications, our flavorists developed a **Sweet Vanilla** flavor described as having notes of *marshmallow and bourbon*, which is great for:

- Confection
- Cakes, cookies and other bakery items
- Dairy drinks and desserts
- Cereals and bars
- Performance nutrition products

Featuring the flavor, Tara Overland, Scientist, developed an **Orange Caramel Truffle**. This truffle accentuates the creaminess of vanilla by pairing it with a bright, juicy orange flavor. The overall flavor is reminiscent of an upscale orange creamsicle, delivered in a smooth, creamy caramel filling and encased in a thin dark chocolate shell.



### TAKEAWAYS:

Sweet vanilla is all about capturing that feeling when you step into a boardwalk ice cream parlor and are greeted by that confectionary ice cream smell and classic vanilla taste. A sweet vanilla flavor works perfectly when achieving profiles like marshmallow, birthday cake, white chocolate cookie, vanilla milkshake, and more! Sweet vanilla can also be used to provide balance in a variety of applications—think of a coffee creamer cutting out the bitter notes of coffee.

Boost your innovation with **Sweet Vanilla** flavor. [Contact us](#) or [click](#) to request a **FREE** flavor sample.