

FLAVOR SPOTLIGHT:

FRIED DOUGH

 Flavor solutions

Today there are an estimated 2,000 fairs and carnivals held across the U.S. each year bringing in over 500 million visitors*. And for many of these millions of fairgoers, the food is the sole purpose for their visit, especially deep-fried creations. Funnel cake and fried dough are the original fried fair fan favorites, serving as a sweet brown base for decadent toppings like powdered sugar, cinnamon sugar, and sticky sweet fruits. With a fried dough flavor, you can deliver the tastes of the fair to those that can't always be there, and even replicate some of those crazy-deep-fried concoction! * International Association of Fairs & Expositions; Cast & Crew

FROM OUR EXPERTS



Inspired by funnel cake and churros, Hedy Kulka, Principal Flavorist, developed a **Fried Dough Flavor** meant to simulate the taste experience of fatty dough. The flavor is great for delivering *fair flair* to a variety of sweet applications, as well as adding a fatty mouthfeel to any fried application or food that is fatty.

Flavors often paired with fried dough:

- Sugar
- Berry
- Chocolate
- Cherry
- Cinnamon
- Apple
- Caramel
- Honey
- Vanilla
- Cream Cheese



“ I recommend this flavor when challenged with delivering fried notes in applications aiming to recreate the taste of fried foods. For example, I created a delicious, complex fried churro ice cream demo with the flavor. First, you get upfront fried dough notes, then very brown, dough notes, followed by the taste of cinnamon churro. ”

Megan Oxendine, Lab Technician III

U.S. CANADA
+25% **+87%**

Past 4-year growth
of fried dough
on menus.

Datassential, 2020-2024



Contact us or [click](#) to request a **FREE FRIED DOUGH** flavor sample.