



# Fresh. Spicy. Green.

Bell presents unique Flavours for Culinary Herbs

# Content

Macro Trend: Going Green

Micro-Trend: Urban Farming

Trendy Lifestyle Products

Top 10 Culinary Herbs for Cooking

Market Data

Market Insight

Bell's herbal Flavour Range for Dressings and Fresh Cheese

Contact

## Macro Trend: Going Green

Technology is increasingly ushering in a **return to nature**. Solar power panels are popping up in backyards across the globe, corporate buildings install green roofs to keep heating and cooling costs down and algae is being tested as a fuel source.

Some of the most significant **green living trends** include eco-packaging and the use and search for sustainable resources and technologies (i. a. e-cars) but also the huge expansion of vegan or vegetarian diets and the slow food movement.

*Based on this fact, people are moving towards pure, natural and simple food, putting vegetables, herbs and spices back in the centre of attention.*



## Micro-Trend: Urban Farming



### What is it?

Urban Farming (also called urban agriculture) can be seen as a response of city residents to the lack of fresh, organic, quality food in big cities.

It also targets food security and food safety, since it helps reduce the risk of food shortages and the use of pesticides. There are many forms of urban farming, including full-size blocks, small yards, rooftops, greenhouses, balconies, hanging bags, etc. Most initiatives promote energy saving and sustainable agriculture technics, including permaculture.



# Micro-Trend: Urban Farming

## Rooftop & City Farms



High Line, Urban Public Park, New York City, Manhattan



Prinzessingarten, Berlin



Tokyo DIY Gardening



# Trendy Lifestyle Products // Herbal Blends

DRINKS



SWEETS & SNACKS



COSMETICS



## Trendy Lifestyle Products // Culinary Herbs

Fresh herbs pull a recipe together by infusing the dish with unparalleled aromas and flavours. E. g.: basil's faint licorice flavour brightens lemon sorbet, and what would pesto be without basil?

**Back to nature:** Culinary herbs can answer to today's hottest consumer trends – bold flavour, ethnic flair, functional attributes, fresh and local, natural and healthy.

And the food industry is blending them into a number of food categories, from fine dining to convenience-food products: e. g. vegetable cocktails with an aromatic rosemary twig stirrer or a microwaveable meal of pasta in a creamy sauce of French herbs.

***Herbs can take a dish from good to great!***



## Trendy Lifestyle Products // Culinary Herbs



- Total consumption of culinary herbs has increased in recent years
- Growing demand for herbs in convenience foods and processed foods (especially meats, sauces and soups) but also within the food service sector and beverages
- Increased demand for convenience food requires the food industry to add the required flavours and has led to an extensive range of ready-to-use spice mixes
- The trend not only shows that consumers want natural food, but that they also want something that is traditional and is close to “home cooked”
- Especially herbs can help to enrich food products with a well-known, natural, traditional and at the same time ethnic and innovative taste profile
- They can transport a real, natural, healthy, fresh and aromatic image and meet the demand for emerging authentic flavour profiles



# Top 12 Culinary Herbs for Cooking

**Basil**



**Oregano**



**Chives**



**Parsley**



**Cilantro**



**Rosemary**



**Dill**



**Sage**



**Marjoram**



**Tarragon**



**Mint**

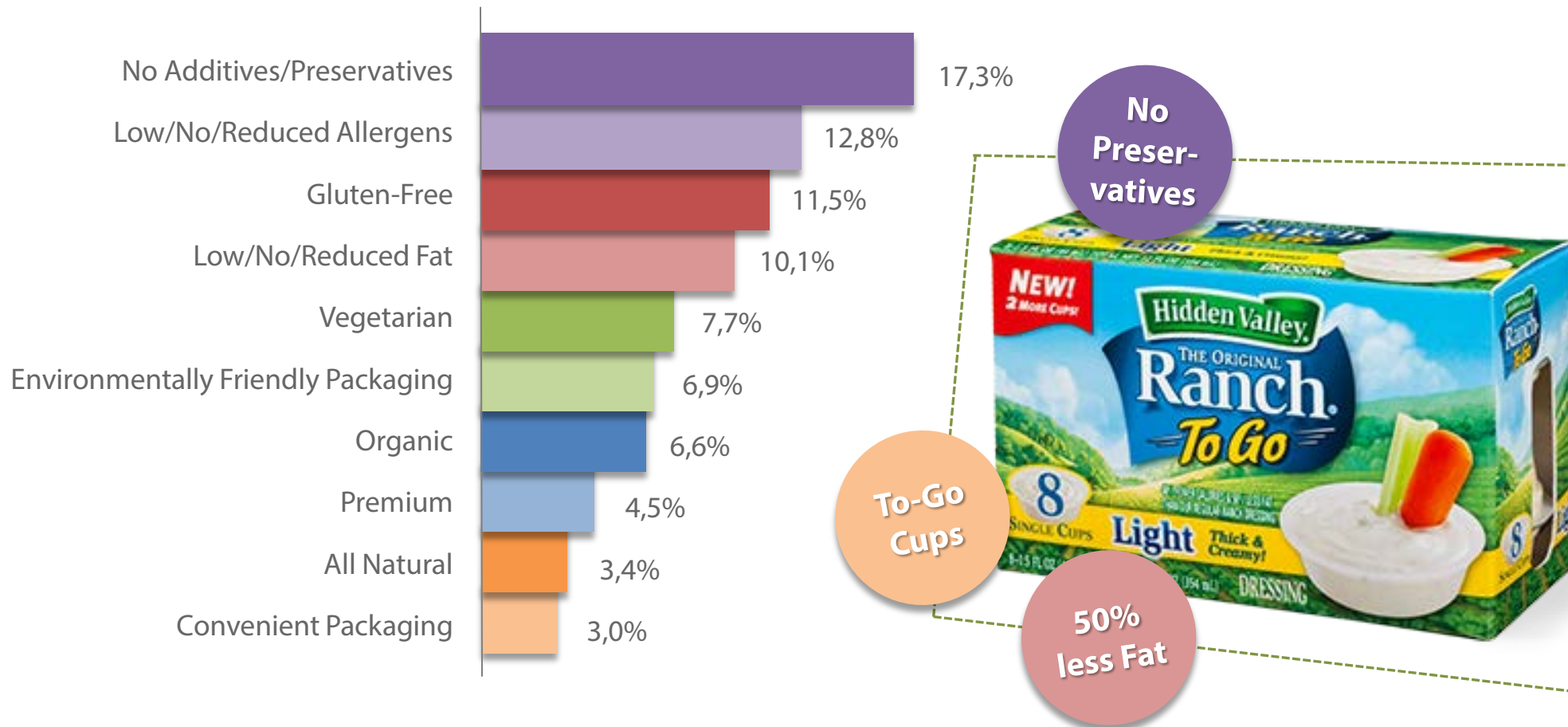


**Thyme**



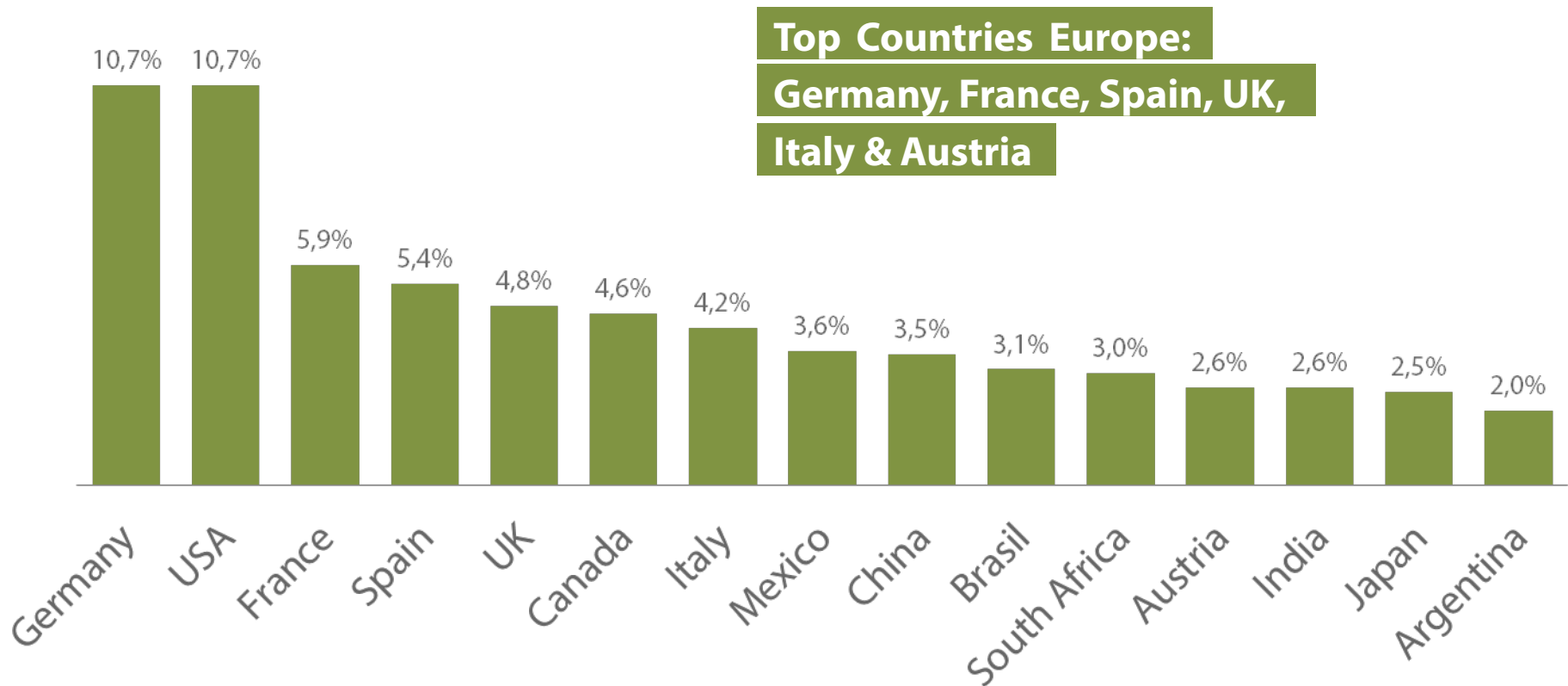
# Market Data – Top Claims 2012 – 2015

## New Product Developments for Fresh Cheese & Salad Dressings



# Market Data – Top Countries 2010 – 2015

New Product Developments for Fresh Cheese & Salad Dressings



# Market Insight // Fresh Cheese & Dressings



Buko/Arla (Europe)

Basil, Garden Herbs, Piquant Herbs



Bresso/Bongrain (Germany)

Fine Herbs, French Herbs,

French Chives, Wild Herbs



Exquisa/Karwendel (Germany)

Herbs, Chives



Philadelphia/Mondelez (Global)

Garlic & Herbs, Herbs, Chives, French Herbs



Almette/Hochland (Germany)

Herbs, Herbs (less Fat), Chives

# Market Insight // Fresh Cheese & Dressings



Bolthouse Farms (USA)

Cilantro Avocado, Creamy

Basil, Cucumber & Dill



Brianna's

Homestyle (USA)

Lemon & Tarragon



Mary Berry's /RH Amar (UK)

French Herbs, Basil Pesto



Knorr (Germany)

Cucumber & Dill, Garlic & Herbs



Hilary's Eat Well (USA)

Balsamic Thyme



Escoffier (Germany)

Garlic Lavender, Rosemary Orange



Kühne (Germany)

Yoghurt & Dill, Garden Herbs, Yoghurt & Herbs, Piquant Herbs, French Herbs

## Fresh. Spicy. Green.

Discover Bell's unique and delicious flavour creations for culinary herbs – developed to enhance the fresh and green taste of products like fresh cheese or salad dressing...



## Bell's halal-conform Flavours for Culinary Herbs

- ✓ **Suitable for dairy-based applications like fresh cheese or yoghurt salad dressing, but also for a variety of other products:** e. g. curd cheese, ketchup, mayonnaise, pasta sauces, pizza sauces or delicatessen products
- ✓ Bell's flavour varieties are also applicable for the **foodservice market, catering industry and restaurant chains**
- ✓ Consistent quality and intense flavours that can be used as top notes and for refining your product (**FLAVOUR BOOSTER**)
- ✓ Aromatic, natural and authentic herbal taste, inspired by **classic flavour directions and ethnic flavour trends**
- ✓ **Responds to a growing demand for fresh flavours** that commands consumer attention and repeats purchases

# Application Recipe Salad Dressing Base

## Ingredients

Water	55,70 kg
Vegetable Oil (Sunflower/Rapeseed)	24,00 kg
Glucose Syrup	6,00 kg
Vinegar (10%)	4,50 kg
Sugar	3,50 kg
Salt	2,00 kg
Whey Powder	2,40 kg
Starch, modified*	0,70 kg
Guar Flour	0,60 kg
Carob Gum	0,50 kg
Citric Acid	0,10 kg
<b>Total</b>	<b>100,00 kg</b>

## Preparation:

1. Weigh all ingredients.
2. Mix dry ingredients.
3. Mix oil, water and vinegar.
4. Add dry blend while stirring.
5. Emulsify dressing base by stirring vigorously.
6. Add 20 % yoghurt.
7. Add Bell's flavours as recommended.

## Yoghurt base:

20 % yoghurt; approach to 50 g

\* Ingredion



# Culinary Herbs

## 1. ROSEMARY – A MEMORABLE HERB

In Latin, rosemary means "dew of the sea" – appropriate since it is indigenous to the Mediterranean. Rosemary is one of the most aromatic and pungent of all the herbs. Its needlelike leaves have pronounced lemon-pine flavour that pairs well with roasted lamb, garlic, and olive oil.

Rosemary is also a nice addition to lavender, providing a fragrant combination that is aromatic, earthy, and sweet at the same time.



# 1. FRAGRANT ROSEMARY

**4500141**      **Rosemary/Lavender Flavour**

Dosage:            300 g : 100 kg (Dressing)

300 g : 100 kg (Fresh Cheese)

Declaration:      Flavouring, halal conform

*A well-balanced and harmonious flavour profile, that is dominated by the typical aroma of earthy rosemary, embedded in a floral lavender background...*



# Culinary Herbs

## 2. ITALIAN HERBS – GREEN & TRENDY

Nothing beats the flavour of freshly picked herbs in soups, stews, sauces, dips, casseroles, pastas, salads and many other dishes.

Fresh, garden-grown herbs add a simple, delicious note to every meal, creating authenticity and a certain natural appeal. Especially Italian herbs – a mix of basil, rosemary, thyme and oregano, create an unique and aromatic mix of earthy notes, freshness and fragrant accords.



## 2. ITALIAN HERBS

### 0490834 Herbs Flavour, Italian Type

Dosage: 300 g : 100 kg (Dressing)

300 g : 100 kg (Fresh Cheese)

Declaration: Natural Flavouring, halal conform

*This flavour is a well balanced mix of selected types of herbs like rosemary, thyme and oregano, enhanced with a typical basil note.*



## Culinary Herbs

### 3. MINT – A FRESH ALL-ROUNDER

Mint, the well known mouth and breath freshener that is scientifically known as *Mentha*, has more than two dozen species and hundreds of varieties. It is extremely versatile and can be used in both sweet and savoury dishes.

You can add it to a bevy of dishes and drinks, e. g. meat, peas, carrots, ice cream, tea, mint juleps, and mojitos. In the Mediterranean, mint is treasured as a companion to lamb, and is often used in fruit and vegetable salads.



## 3. MINT & CUCUMBER

**5600027**

**Garden Mint Flavour**

Dosage: 40 g : 100 kg (Dressing/Fresh Cheese)

Declaration: Flavouring, halal conform

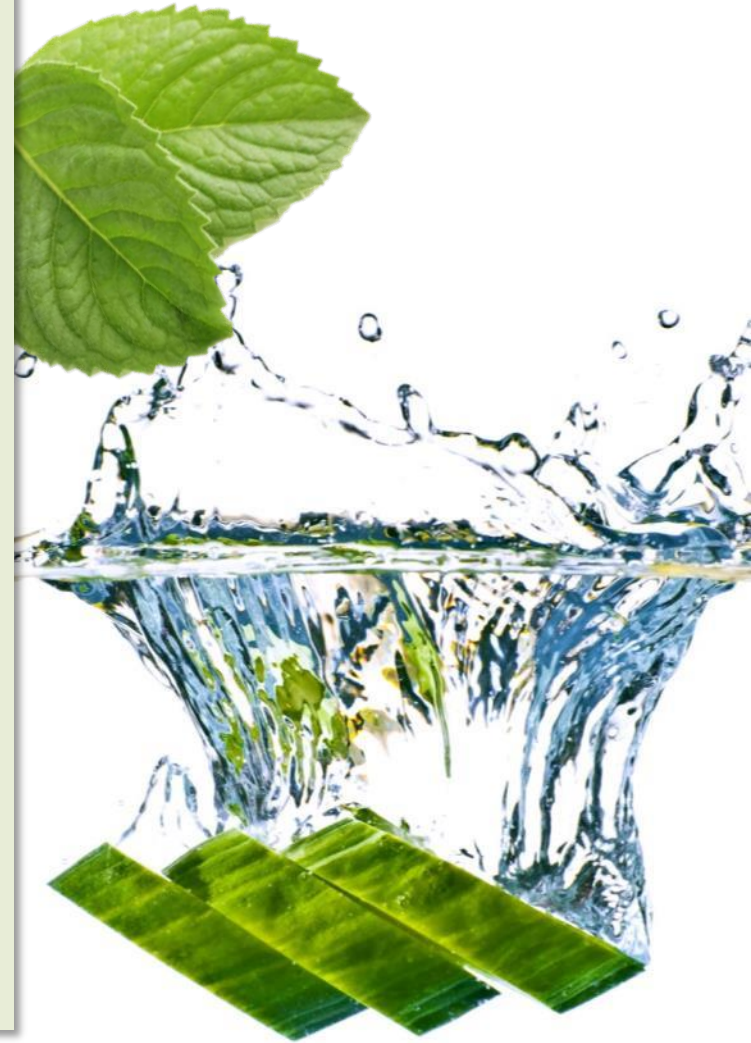
**4500053**

**Cucumber Flavour**

Dosage: 50 g : 100 kg (Dressing/Fresh Cheese)

Declaration: Flavouring, halal conform

*It's as delicious as it is unique: mint and cucumber add just the right balance of freshness and sophistication.*



# Culinary Herbs

## 4. THYME – A CULINARY EVERGREEN

Undoubtedly thyme is one of the most widely used and versatile herbs in the culinary arts of the European kitchen. What would a bouquet garni be without it?

Other herbs with which thyme can be successfully combined include rosemary, marjoram, parsley, oregano, sage and bay leaf. Its aromatic earthiness is also much beloved with lamb, poultry and tomatoes, and is often used in soups, stews, stocks and sauces.



## 4. FRESH THYME

### **0490229**      **Thyme Flavour, os.**

Dosage:            100 g : 100 kg (Dressing/Fresh Cheese)

Declaration:     Flavouring, halal conform

### **0497630**      **Ginger Flavour, os.**

Dosage:            50 g : 100 kg (Dressing/Fresh Cheese)

Declaration:     Nat. Ginger Flavouring with other nat.  
Flavourings, halal conform

*This tasty affair between pure aromatic thyme and fresh ginger is perfect for dressings and fresh cheese...*





# Culinary Herbs

## 5. SAVOURY – A LEGENDARY HERB

Savoury has been used to enhance the flavour of food for over 2,000 years. This herb is so bold and peppery in flavour that it has come to denote not only the herb itself, but is synonymous with tasty and flavourful foods.

Savoury blends well with other herbs such as basil, bay leaf, marjoram, thyme and rosemary. It is said that the taste of savoury brings all these herbs together for a unique flavour, e. g. in “Herbes de Provence”.



## 5. SMOKY SAVOURY

### **0490684 Savoury Flavour**

Dosage: 250 g : 100 kg (Dressing/Fresh Cheese)

Declaration: Nat. Savoury Flavouring with other nat. Flavourings, halal conform

### **0490844 Smoke Flavour**

Dosage: 30 g : 100 kg (Dressing/Fresh Cheese)

Declaration: Smoke Flavouring, halal conform

*The combination of savoury and smoky accents creates a flavour, that is packed with spicyness and a hint of piquancy.*



## Culinary Herbs

# 6. CHIMICHURRI – EXOTIC SPICYNESS

Chimichurri is a herb condiment sauce that is considered a culinary specialty of Argentina. Although it is typically served with beef, chimichurri can be eaten with any variety of grilled or roasted meat, poultry, and even fish.

Chimichurri is made from finely chopped parsley, minced garlic, olive oil, oregano, and white or red wine vinegar. Additional flavourings such as thyme, paprika, cumin, lemon, basil, cilantro and bay leaf are often included.



## 6. CHIMICHURRI

**0497070**      **Chimichurri, mild Flavour, os.**

Dosage:            200 g : 100 kg (Dressing)

200 g : 100 kg (Fresh Cheese)

Declaration:    Natural Flavouring, halal conform

*Aromatic and spicy onion blends with thyme and parsley notes for a delightful fresh and tangy taste.*



## Culinary Herbs

# 7. DOOGH – A COOLING HINT OF MINT

Doogh is a savoury yogurt-based beverage popular in many Middle-Eastern and Mediterranean countries, that is seasoned with mint and – depending on the region – sometimes also with other herbs and spices like parsley or pepper.

Due to its refreshing, cooling and vitalising effect, Doogh is said to be a perfect quencher that harmonizes well with a BBQ or Kebab.



## 7. DOOGH

### 4500020      Doogh Flavour

Dosage:            100 g : 100 kg (Dressing)  
                         300 g : 100 kg (Fresh Cheese)

Declaration:      Flavouring, halal conform

*A lusty intensive combination of fresh mint paired with herbaceous and aromatic accents and a hint of anise.*

