

A Cornucopia of Coffee and Tea Flavors



Coffee is so much more than just a way to jump-start your day. You might enjoy it mid-morning with a muffin, in the afternoon at one of those trendy combination book store/coffee bars, or at a coffee house in the evening with a luscious dessert. You could even grab a cup from a coffee cart any time during the day.

And coffee isn't just plain coffee anymore. Flavors like vanilla, hazelnut, and chocolate raspberry have become commonplace. Varieties such as banana nut creme, butterscotch, and spiced butter rum also have emerged.

"The sky's the limit in terms of combinations," says Dolf DeRovira, president/CEO, Flavor Dynamics. "If you have a pecan, a cinnamon and a hazelnut flavor, you can make pecan cinnamon nut, or hazelnut pecan spice, or cinnamon nut crumble, or whatever name you want to dream up.

"Coffee houses and roasters like to blend the basic flavors to make their own unique combinations," he continues. "Everyone wants to have

their own 'magical' blend of different types of flavors, like chocolate macadamia nut or pecan spice."

Flavor Dynamics supplies standard coffee flavors, as well as blends. The company has introduced an entire new line of N&A coffee flavors under the name Cafe Nouveau. Apple cinnamon, Brazil nut, caramel, macadamia, maple, peaches and creme, praline, streusel cake, tiramisu, and toasted coconut are just a few examples.

All of these flavors are made for direct application onto gourmet beans. "They have some very good applications in other areas, as well. You can design a cookie with the same flavor as the coffee you're serving," DeRovira suggests. "They can be used in syrups, cookies, ice creams, and many different types of products."

The company also supplies tea flavors which, like the coffee flavors, have applications in products other than tea.

"In general, the flavors used for tea — passionfruit, raspberry and the like — are more apt to be used in yogurt

than in ice cream," DeRovira notes.

The tea market itself is very segmented, according to DeRovira. "Different flavors are popular, depending on the category," he explains. "You have the hot-pack glass tea beverages like Snapple, the dry teas, the gourmet teas... The tea area is also very segmented in terms of the clientele." Flavor Dynamics is targeting the more sophisticated, gourmet tea market with its "tropical" flavors, such as mango, passionfruit, guava, peach and apricot. ■

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