

FOREFRONT

IN THE MIX
ON THE PULSE

PAGE 1 of 8

FLAVOURS AND BOTANICALS, INSPIRED BY CRAFT

NATURAL PROPOSITIONS FOR SOFT BEVERAGES



**Craft soft beverages
are on the trend
growth path**

600% increase in claims no or less sugar in 2017*
41% rise in products claimed botanicals in 2017**

Sources: *Mintel; **Innova



CRAFT = BEER?

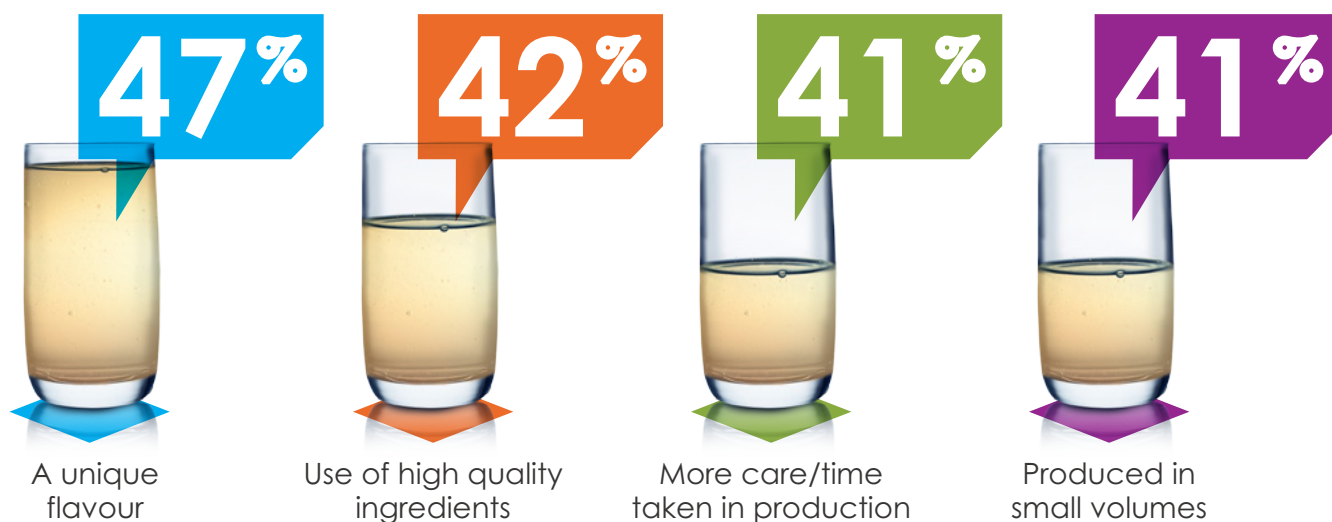
“Any beverage produced by small, independent manufacturers using traditional ingredients”

American Brewers Association.

The craft movement started in USA by a small number of independent breweries which has significantly shaped and changed the beer industry.

The craft movement has reached soft drinks markets. Craft soft beverages can serve a range of needs for traditional, organic, healthy, functional and handmade products.

Attributes associated with craft drinks





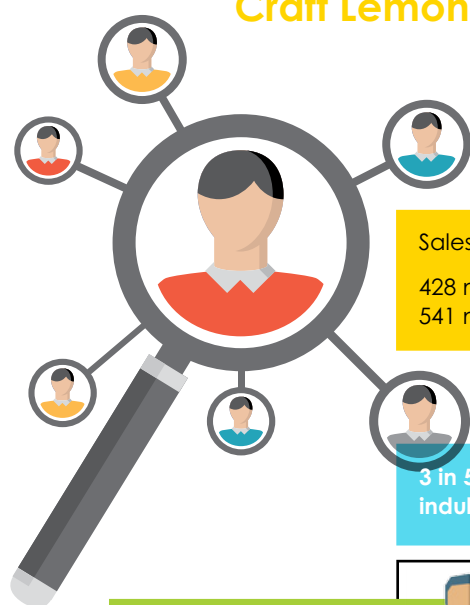
HEALTH AND WELLNESS MEGA TREND

Health awareness has never been more prominent in developed societies.

Relationships between wellbeing and nutrition are being more closely connected by consumers seeking healthier lifestyles.

The growing importance of select ingredients, origin and production methods reflect this trend in the beverage category.

Craft Lemonade – A newcomer with star potential



Sales volume in the U.S. market:

428 m. USD in 2011
541 m. USD in 2016

Growth in the U.S. market:

33,6 million litres in 2016
(+5,5% to 2015)

3 in 5 consumers agree that craft lemonades allow them to enjoy **unique indulgence**. **3 in 5** americans **prefer** softdrinks with **natural ingredients**

Millenials = Top target group

Prefer extraordinary flavour experiences



44% of non-craft drinkers are interested in trying craft products



CRAFT SOFT DRINKS: MARKET INSIGHTS



Joia Life, U.S.



Craft Soda By Tuxen Brewing, Denmark



SIP Soda, Canada



Tree Fort Soda, U.S.



Soda Folk, UK



Swell Soda, U.S.



DISCOVER BELL'S FLAVOUR CREATIONS

FOR REFRESHING CRAFT LEMONADES

17PW161 BLACKBERRY & ROSE

Ingredients:

Carbonated water, sugar, fruit juices from fruit juice concentrates (orange, lemon, blackberry), natural flavouring, rose blossom extract, colouring plant extract (carrot).

- 0412747 Rose Flavour
- 3450109 Blackberry Flavour nat.
- 0487825 Rose Blossom Extract

Carbonation g/l	6,0
°Brix refr.	7,9
as. Citric Acid g/l	1,7
Juice %	8,0



17PW160 RUSSIAN MALT

Ingredients:

Carbonated water, sugar, fruit juices from fruit juice concentrates (plum, lemon), malt extract, natural flavouring, plum extract, colouring plant extract (carrot), roasted malt extract, stabiliser quilaya extract.

- 0412579 Plum extract
- 0410225 Plum Flavour nat.
- 0550175 Baykal Flavour nat.

Carbonation g/l	6,0
°Brix refr.	8,8
as. Citric Acid g/l	2,0
Juice %	15,7



All values are calculated and may slightly differ from measurement



17PW128 MADAGASCAR BARREL

Ingredients:

Carbonated water, sugar, apple juices from apple juice concentrate, natural flavouring extracts (oak wood, walnut), roasted malt extract, antioxidant ascorbin acid, stabiliser quilaya extract.

- 0416828 Oak Wood Extract
- 3450115 Cider Flavour Apple Type
- 0546203 Walnut Flavour
- 0506535 Cocoa Flavour

Carbonation g/l	6,0
°Brix refr.	8,0
as. Citric Acid g/l	2,0
Juice %	33,9



17PW158 POMEGRANATE & MINT

Ingredients:

Carbonated water, sugar, fruit juices from fruit juice concentrates (pomegranate, lemon), natural flavouring, mint extracts, colouring food concentrate (carrot).

- 0550067 Pomegranate Flavour nat.
- 2120005 Nana Mint Extract
- 3550068 Mint Flavour

Carbonation g/l	7,0
°Brix refr.	8,2
as. Citric Acid g/l	1,9
Juice %	16,0



All values are calculated and may slightly differ from measurement



BOTANICAL EXTRACTS

41% rise in soft bevs using 'botanicals' Source: Innova

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Create a product with perceived functionally using natural botanical extracts

Bell Flavors & Fragrances offers an extensive range of botanical products with different extracting agents and solvents, manufactured in modern extraction and distillation facilities.

Extracts made of organic raw material, mixtures of different plant materials, custom blends and tailormade solutions.



Burdock:

astrigent, earthy, rooty

Ginger:

spicy

Chamomille:

astrigent, typical

Ginseng:

specific, sweet

Coffee:

characteristic, strong

Guarana:

astrigent, slightly bitter, woody

Lemongrass:

astrigent, citrus-like, herbaceous



ADD FUNCTIONALITY WITH VITAMIN PREMIXES:

Vitamin and mineral compounds are difficult to handle correctly.

Overdosing vitamin contents beyond safe levels can lead to product recalls damaging to brands.

Stern Vitamin premixes provide exactly the correct amount of active compounds to hit the required target.

STERNVITAMIN
Fortification for a Healthy Life

Functional beverage serving, example:

- **BCAA 4:1:1 (Leucine, Valine and isoleucine) 2,500 mg**
- **Caffeine 180mg**
- **Vitamin D 50% RDA**
- **Vitamin B6 100% RDA**
- **Vitamin B12 50% RDA**

* RDA: Recommended Daily Allowance

GET IN TOUCH:

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