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Arylessence Flavor Innovations Create Exciting New Relationships Between Hot Spices and Cool, Sweet Tropical Fruits

ATLANTA, May 15, 2014 (GLOBE NEWSWIRE) -- Leading U.S.-based flavor and fragrance company, Arylessence, Inc., has announced innovative flavor concepts that appeal to the American consumer's desire for more exotic flavors and tastes in a variety of products from candy, gum, lip balm, and popcorn to flavored water, coffee, wine and liquors, and teas. The new flavor concepts combine hot spices, such as habanero and chipotle, with fresh, succulent fruits, such as mango and guava, in ways that allow the consumer to enjoy different taste sensations within a single flavor.

"Consumers today love exotic flavors, and the more exotic the better," says Arylessence President Steve Tanner. "Our flavorists have added a new dimension by combining exotic, spicy tastes with fresh, tropical fruits for flavor experiences that are both hot and cool, and at the same time, highly enjoyable and totally unexpected."

Selecting high-profile 'hot' spices, such as habanero, one of the world's hottest chili peppers; chamoyada, the salsa chili; and chipotle, the smoke-dried jalapeno, flavorists then partner the spices with 'cool' tropical fruits, including pineapple, mango, guava, and chicha morada, the succulent nectar native to the Peruvian Andes.

"For the consumer, the flavor experience happens in stages," says Scott Zimmermann, Arylessence Director of Flavor Research and Development. "First, the taste is cool and refreshing, then, as the flavor is savored over time, the spices slowly assert themselves, creating excitement and a very pleasant, very enjoyable sense of surprise."

Focusing on the relationships, synergy, and interplay between hot and cool tastes, other partnerings include cayenne pepper and coconut, jalapeno and lime, and chili and mango. In addition, warm, baking spices such as cinnamon are combined with horchata – the almond, sesame, and rice milk native to Suriname – and cooked Caribbean plantains.

Developed for diverse confections and beverages, including hard candy and flavored water, the new flavor concepts also have applications in sauces, toppings, and dips for consumer foods and restaurant menu items, including chicken, fish, pork, and global selections.

About Arylessence

Arylessence is a leading flavor and fragrance company, based near Atlanta, Georgia, known for creative innovation in beverages, prepared foods, and oral care, lip care, and confectionary products, as well as beauty and cosmetics, personal care, laundry and household products, air care, and pharmaceuticals. Leaders in the

design of natural and organic flavors, as well as sustainably-produced fragrances for today's environmentally sensitive products, Arylessence flavorists, perfumers, evaluators, application specialists, and marketing experts work closely with clients in a multi-disciplinary, team-based environment. Arylessence provides marketing resources, proprietary developmental processes, and strategic insights to help clients achieve product differentiation, consumer preference, and market leadership. For more about Arylessence: www.arylessence.com.

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