

Synergy introduces heat and fire flavours

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Synergy Flavours is presenting its selection of natural flavours and culinary pastes, which includes classics like ‘hot chilli’, culinary-inspired profiles such as ‘Bulgogi BBQ’, and flavour-enhancing options like ‘flame grilled’ and ‘coal embered grill’. With a range of products on offer, from mild, sweet and smoky profiles to hot and spicy, end product formulators can tailor heat level and final flavour delivery in their products. The range is suitable for an array of applications, including ready-meals, bread and plant-based meats.

Synergy’s heat and fire range includes a new, smoke-type flavour (declarable as a ‘natural flavouring’ or ‘flavouring’) that enables manufacturers to create the flavour and aroma of smoke, without using any of the 8 smoke-based flavourings that are being phased out ahead of a complete ban in the EU.

Natalie Sheil, European Category Development Manager, Synergy Flavours, commented: ‘In a recent flavour survey by Innova, 22 per cent of consumers globally reported looking for ‘intense and bold flavours’ whilst 82 per cent of consumers in Europe would be interested in ready meals with ‘heat’ or ‘spicy’ flavours. The rise of terms like ‘swicy’ (sweet and spicy) and ‘swalcy’ (sweet and salty with a spicy kick) capture the essence of the contemporary palate. A prime example of this is the advent of ‘hot honey’ a fusion of sweet, spicy, and savoury that has been capturing the attention of food enthusiasts.’