VOICE OF THE EXPERT: McCormick Flavorsolutions

ACHIEVING 'CREATED FROM COOKING' FLAVOR

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"THE MAILLARD REACTION IS THE BACKBONE FOR DEVELOPING REACTION FLAVORS, WHICH CAPTURES HOW SOMETHING TASTES."

It can be a challenge to satisfy consumer expectations for authentic taste and stand out with a differentiated product. I recommend exploring reaction flavors to deliver a signature experience. These flavors replicate the chemistry that happens while cooking by mimicking the Maillard reaction. Toasted, caramelized and other 'created from cooking' notes—all those naturally delicious flavors that occur in cooking—can add an extra dimension to any application.

Beyond delivering mouthwatering taste, reaction flavors add complexity to your products for a more memorable brand experience (and technical insulation!). Since they are derived from pantry ingredients, these flavors are also a solution for meeting labeling requirements.

If you're looking for that signature flavor or simple nuances to familiar favorites, reaction flavors are a great place to start.

Here are some of my favorite sweet and savory reaction flavors that deliver a signature taste.

BAKED SWEET SPICE

Great for that fresh out-of-the-oven flavor and aroma, this flavor tastes like a spice cake with sweet spices and baked notes.

TOASTED COCONUT

Reminiscent of my grandmother's macaroons, this flavor marries the sweet creamy taste of real coconut with baked, sweet, brown notes.

TOFFEE

This sumptuous buttery brown flavor offers a sweet, caramelized sugar taste with a satisfying hint of salt.

ROASTED RED CURRY

Roasted red chilies paired with garlic, ginger and lime delivers an an authentic red curry profile.

CARAMELIZED ONION

The rich, earthy sweetness of caramelized onion spans cuisines, dishes and flavor profiles. As a flavor, you get the same sweet, savory taste without the hassle of chopping, stirring, and scraping.

WOK

This reaction flavor delivers an initial hit of toasted sesame, followed by candied, sweet-and-spicy ginger and the experience of savory umami wok notes.

Ready to deliver *created from cooking* flavor to your innovation?

Reach out to discuss or request a flavor sample.

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