



Bell Flavors & Fragrances
Presents

SPARK[®] IGNITES 2024



Welcome!

This unique evening will feature culinary interpretations of Bell's Spark® Trends platform, **flavor predictions**, and our must-see **Chef Fusion Challenge** judged by an expert panel of James Beard House Chefs and...YOU!

Tonight you'll experience on-trend creations inspired by Bell's Spark Macro Trends and Flavor inspirations.
ENJOY!



Tonight's Agenda

- 3:00 pm — Doors Open
- 3:15 pm — Welcome Announcement
- 3:30 pm — Bell Spark® Trend Tables Open
- 4:00 pm — Chef Challenge Begins
- 5:00 pm — Chefs Present Creations
Tasting & Judging Begins
- 5:30 pm — Voting Closes
- 5:45 pm — Winners Announced &
Trophy Ceremony
- 6:00 pm — That's a Wrap! *Don't forget to
pick up your goodie bag on
the way out!*





spark[®]
IGNITES CREATIVITY
INSPIRES SENSES

SPARK[®]

THE ORIGIN OF IMAGINATION.

Bell's Spark[®] Trends platform is the epicenter of imagination and creativity, shaping the future of influential flavor trends. It's your go-to resource for navigating the ever-evolving consumer landscape, addressing crucial questions like changing demands, innovation in stable categories, and upcoming flavor trends. By examining cultural shifts, personal mindsets, and emerging technologies, we provide a comprehensive view through Macro and Micro lenses, blending global behaviors with local culinary insights to define the next big flavors.

Tonight, you will be transported into each Spark Trend with our culinary inspired tasting & drink menu. Enjoy the taste journey you are about to embark on as you visit our Spark[®] trend tables and the culinary interpretations presented by our competing Chef teams.



Culinary Spotlight *Beyond The Macros*

Each year, our Culinary and Beverage teams connect the main Spark Macro trends to flavor explorations across the globe. And every time they land on trending cuisines and recipes that diners are craving in the here and now. Check out this year's Culinary Spotlights here!

Indulgent Fusions

Indulge in a Culinary Spectacle

In today's uncertain times, consumers seek comfort and delight, craving indulgent experiences that blend the fantastical with the familiar. This fusion trend blurs traditional and innovative, simple and complex, high-end and low-end, old and new, intensifying experiences and embracing luxury now.



Amalfi Coast

A Symphony of Charming Coastal Flavors

The Amalfi Coast in Southern Italy offers stunning coastal landscapes and rich cultural heritage. Its cuisine celebrates fresh seafood, regional olive oil, and local produce, including pasta dishes, seafood stews, artisanal cheeses, fine wines, and classic desserts like gelato and tiramisu. This culinary journey embodies the essence of la dolce vita – the sweet life by the sea.



Herbaceous Alchemy

Fresh Flavors from the Culinary Garden

Chefs' curiosity spurs farmers to cultivate diverse herbs, vegetables, and flowers, enriching dishes with vibrant flavors. This culinary revolution expands taste boundaries globally, inspiring unique ingredients. From heirloom tomatoes to exotic microgreens, this evolving array enhances dishes, elevating them with bright colors and aromatic infusions.



Flavorful Fats

Decadent Delights: Indulging in Culinary Fats

In the culinary realm, fats are pivotal, transforming dishes from ordinary to extraordinary. From the nutty essence of animal fats, they bring distinctive flavors. Leading chefs are embracing both traditional and novel fats, unlocking a universe of melt-in-your-mouth flavors and textures.



Japanese Traditions

A Harmonious Blend of Umami, Sweetness, & Elegance

Japanese cuisine, steeped in tradition, excels in meticulous presentation and harmonious flavors. Treasuring staple ingredients like rice, fish, and tofu, it elevates them through fermentation and minimalistic cooking. Seasonality and regional variations add unique profiles.



NEW HORIZONS

The Union of Imagination and Technology

Humanity is poised for a new era as the desire to explore the world surges once again. Integrated dining experiences with intense food pairings and unique fragrances are in demand, alongside the use of exotic botanicals. This trend is supported by advancements like the metaverse, which merges physical and digital experiences through innovative 'phygital' formats.

Micro Trends

Creative Fusions

Fusing Unexpected Flavors to Unlock New Experiences

Sensorial Sparks

Redefining the Boundaries of Sensory Perception

Globetrotter

Expanding Culinary Horizons through Global Exploration



What's On The Menu?

Culinary Spotlight: Indulgent Fusions

Seared Foie & Raspberry Jello Dumplings

Bell Flavors Used:

Burnt Sugar Flavor

Raspberry Flavor



Barrel Aged Cold Brew Malt

Bell Flavors Used:

Malt Flavor

Scotch Flavor

Orange Bitters Flavor



NATURE R*EVOLUTION



The New Dawn of 'Green' Innovation

Consumers seek harmonious connections with nature, recognizing humanity's critical impact on the planet. They prioritize clean labels and alternative food sourcing while embracing technology to enhance and protect natural resources. This trend heralds a new era of 'green' innovation, preserving the planet's future while satisfying consumer desires for scent and flavor.

Micro Trends

Plant Infusions

Creating Sensory Experiences with the Power of Herbs and Botanicals

Clean Label

Building Trust with Transparent Ingredient Information and Positive Global Impact

Environmental Tech

Preserving Natural Resources and Securing Supply Chains with Science



What's On The Menu? *Culinary Spotlight: Herbaceous Alchemy*

Sweet Potato - 3 Ways

Bell Flavors Used:

Perilla Leaf Flavor	Fresh Basil Flavor
Aged Black Garlic Flavor	Fresh Cilantro Flavor
Yuzu Flavor	Chimichurri Flavor
Olive Oil Flavor	



Strawberry Basil Gin Seltzer

Bell Flavors Used:

Juniper Berry Flavor
Strawberry Flavor
Thai Basil Flavor
Belltech® Sweetness Modifier



Earl Grey & Lavender Ganache Truffles

Bell Flavors Used:

Earl Grey Tea Flavor
Lavender Flavor



A BETTER ME



A Health-Forward Look at the Best You

After recent challenges, wellness priorities have shifted, emphasizing holistic well-being encompassing mental, physical, and emotional health. Consumers aim for healthy lifestyles while maintaining cherished family food traditions. They seek 'smart' solutions rich in nutrition, functional elements, adaptogens, and plant-based ingredients to optimize longevity.

Micro Trends

Refreshed Rituals

A New Lens on Life

Functional

Elevating the Everyday with Added Benefits

Customized Well-Being

Let's Get Personal with Health and Wellness



What's On The Menu?

Culinary Spotlight: Amalfi Coast

Fishwife Tinned Fish Board

with Fresh Bread, Calabrian Chili & Blood Orange Butter, Limoncello Hot Sauce, and Assorted Pickles and Olives

Bell Flavors Used:

Calabrian Chili Pepper Flavor Fresh Thyme Flavor
Blood Orange Flavor Fresh Flat Parsley Flavor
Limoncello Flavor Charred Garlic Flavor



Maritozzi

with Sicilian Pistachio Whipped Cream

Bell Flavors Used:

Sicilian Pistachio Flavor
Brioche Flavor



Negroni Sbagliato

Bell Flavors Used:

Champagne Flavor
Red Vermouth Flavor
White Wine Astringency Flavor
Organic Bitterness Flavor
Bitters Flavor



360° REWARDS



Tantalizing Curiosities and Permissible Indulgences

Consumers are breaking out of their comfort zones to get playful and embrace the unknown. They turn to flavors that bring instant joy, not asking for permission. Brands must look at indulgence through a different lens, embracing consumer choice and acknowledging that there's no one-size-fits-all approach to satisfaction. Consumers no longer accept realities as they are just because it's status quo. Instead, they look to find what's best for them.

Micro Trends

Future Nostalgia

A Forward Twist on Familiar Classics

Intentional Indulgence

Premium Finds and Small Splurges

Made For Me

Elevation of Personalization



What's On The Menu?

Culinary Spotlight: Flavorful Fats

Pencil Cobb Parmesan Polenta

with Heritage Ham, Herbed Ramp Pesto, Buddha's Hand Crème Fraiche, and Pea Shoots

Bell Flavors Used:

Spam Ham Flavor Buddha's Hand Flavor
Olive Oil Flavor Fresh Basil Flavor
Toasted Parmesan Cheese Flavor



Citrus Olive Oil Cake

with Summer Stone Fruit Filling

Bell Flavors Used:

Plum Apricot Flavor
Extra Virgin Olive Oil Flavor
Orange Cognac Flavor
Belltech® Mouthfeel Enhancer



Kentucky Velvet Cocktail

Bell Flavors Used:

Grilled Pineapple Flavor
Bourbon Flavor
Brown Butter Flavor
Organic Sage Flavor
Belltech® Cloud



TREE OF LIFE



United by Cultural Roots

Global consumers are united by their cultural and environmental choices, forming a connected network. They champion brands aligning with their global consciousness, prioritizing ethically sourced, biodegradable, and sustainable products. This environmental philosophy emphasizes reducing food waste and salvaging resources through upcycling.

Micro Trends

Naturally Sustainable

Cultivating Novel Ways to Sustain our Environment

Cooltura

Mindfully Embracing Human Cultural Connections

Hyper Local

Rediscovering Local Roots and Authentic Experiences



What's On The Menu?

Culinary Spotlight: Japanese Traditions

Yakitori Chicken Skewers

on top of Mushroom Rice with Miso-Pickled Vegetables and Japanese Mustard Sauce and Fried Garlic

Bell Flavors Used:

Sudachi Flavor Charred Garlic Flavor
Porcini Mushroom Flavor Japanese Mustard Flavor
Fresh Flat Parsley Flavor Belltech® Flavor Enhancer
Junmai Extra Dry Sake Flavor



White Peach and Sakura Crystal Gem Candies

Bell Flavors Used:

White Peach Flavor
Sakura (Cherry Blossom) Flavor



Tokyo Dream Cocktail

with White Peach Espuma Foam

Bell Flavors Used:

Yuzu Flavor Vodka Flavor
Triple Sec Flavor White Peach Flavor
Junmai Extra Dry Sake Flavor





Meet The Judges

RCA & James Beard House Chefs



Andrea Todd

*Vice President of Culinary Customer Development
- Dessert Holdings*

Chef Andrea brings a wealth of experience providing culinary support to National Restaurant Chains since 2014 and as a pastry chef at renowned establishments like Root Down Denver and Standard Market Chicago. With a background in pastry arts from Auguste Escoffier and a Masters in Food Business from the Culinary Institute of America, Andrea focuses on pioneering trend-forward dessert solutions. Her expertise lies in crafting dessert menus that harmonize taste, texture, and visual appeal, reflecting her passion for food and design.



Chris Koetke

*CEC CCE HAAC,
Corporate Executive Chef
- Ajinomoto Health & Nutrition North America, Inc*

Chef Chris, with extensive culinary experience in esteemed restaurants worldwide and a distinguished career in culinary education, is a recognized authority in the culinary field. His global travels and expertise in flavor science have earned him accolades such as the Chefs Collaborative Pathfinder Award. Koetke's contributions extend beyond academia; he's hosted a national TV cooking show, authored publications, and co-authored a renowned culinary textbook, "The Culinary Professional."



Meet The Judges

RCA & James Beard House Chefs



Jerry McDonald

*Sr. Executive Culinary Officer
- MiDAS Foods*

With 25 years of food industry experience, Chef Jerry excels not only in the kitchen but also in diverse business realms within the foodservice industry. With a culinary degree from Columbus State Culinary and extensive experience spanning independent restaurants, hotels, chain operations, and food manufacturing, he has garnered numerous awards, accolades and has developed thousands of food products. Jerry's contributions extend to culinary competitions, speaking engagements, and leadership on food trends and manufacturing.



John Draz

*Research Chef
- Chef Draz Culinary Consulting*

Chef John is a highly credentialed culinary professional, holding an associate degree in culinary arts from The Culinary Institute of America and a bachelor's degree in Culinary Management from Kendall College. As a Certified Executive Chef, Certified Culinary Educator, and Certified Research Chef, he has held leadership roles in esteemed culinary organizations like the American Culinary Federation and Research Chefs Association (RCA), earning membership in The Honorable Order of the Golden Toque. John has over 19 years of experience in food product development, including roles as a restaurant owner and college culinary arts instructor.



Cian Leahy

*Sr. Director of Culinary Innovation
- Tribe 9 Foods*

From childhood dreams of farming in Ireland to becoming a seasoned culinary innovator, Chef Cian's journey traverses fields of food science and gastronomy. Enriched by experiences at the University of Wisconsin and Johnson & Wales, he blended scientific inquiry with culinary artistry. His career blossomed from Leprino Foods to Kerry. Alongside RCA engagements and leadership roles, he's embraced opportunities to bridge the gap between culinary and food science. He fuses passion with purpose in crafting sustainable pasta and nut butter solutions, embodying a commitment to community and sustainability.



Heath Schecter

*Chef/Culinary Business Development Manager
- Kellanova*

Chef Heath, a seasoned veteran of the restaurant industry, boasts a diverse culinary background as a published author and media personality. He has showcased his expertise on platforms such as WGN and ABC7 Chicago. Heath's culinary journey includes collabs with renowned chefs like Beau MacMillan, as well as participation in prestigious events like the Nirvana Food & Wine Festival and Taste of the NFL. Beyond the kitchen, Heath is involved in food manufacturing and runs Hey Chef Heath, offering bespoke dining experiences. Passionate about exploration, he savors discovering global culinary delights in his leisure time.



Kyle Stuart

*R&D Manager, Culinary Innovation Lab
- Kraft Heinz*

Chef Kyle began his career with seven years as a private chef and cooking in high-volume restaurants across NY, MA, and RI. After earning his bachelor's degree in Culinary Nutrition & Food Science from Johnson & Wales University, Kyle has spent the last 7 years working in R&D across a vast number of product categories. In 2018 he earned his CRC® through the RCA & his CFS through the IFT, and has served on the RCA Board of Directors since 2019. Kyle is currently pursuing an MBS degree in Global Food Technology & Innovation from Rutgers University.





Meet Team Blount Fine Foods



Thomas Gervasi
Director of Culinary Product Development

A graduate of Johnson and Wales (Culinary + Nutrition Science), Thomas gathered ten years of restaurant experience before joining Blount's R&D team in 2011 and has kept the innovations coming since.



Marielle Cotter
Product Management Chef

With a boundless creative energy for new food innovations, Marielle is a Research & Development Chef living in Boston and mixing a life-long passion for cooking and video games into a powerful blend.



Ellison Walden
Product Development Chef

Although Ellison misses the rush of being in a restaurant, he found his niche in research and development at Blount, drawing on his Southern upbringing and culinary arts degree from Johnson and Wales to cook up next-level flavor sensations.



Quintel Clark
Product Development Chef

Raised in the Chicagoland area around many culturally diverse foods, Quintel combines restaurant experience with a degree in Culinary Science and Product Development from Johnson and Wales University and loves bringing people together through his love of science and food.

Team Blount Menu

Japanese Inspired Scallop Crudo

BELL FLAVORS USED:

- Junmai Extra Dry Sake Flavor
- Wasabi Flavor
- Yuzu Flavor

Sweet Strawberry Entremet

BELL FLAVORS USED:

- Strawberry Flavor
- Yuzu Flavor

Sherbet Sunrise

BELL FLAVORS USED:

- Fruity Rainbow Flavor
- Calamansi Flavor



**Like What You
Tasted?**



**Scan This QR Code
& VOTE For Team
Blount!**



Born from a love of food, Blount Fine Foods is a family-owned and operated manufacturer, marketer, and developer of fresh prepared foods. While best known for their family-inspired soups, they supply a wide variety of premium-quality sides and entrees in line with consumer demands and culinary trends.



Meet Team Fuchs



NORTH AMERICA



Howard Cantor
Corporate Executive Chef

A classically trained chef through Johnson & Wales University and an ACF apprenticeship, Chef Howard Cantor has truly done it all – owned restaurants, served as Executive Chef at a beach club in the U.S. Virgin Islands, and worked in R&D for food manufacturers and a restaurant chain. Chef Howard is ready to bring the heat to Spark Ignites 2024.



Nicole McKinnell
Food Scientist

An alumni of the Baking & Pastry and Culinary Science programs at the Culinary Institute of America, Nicole has experience in bringing customer visions to life in the frozen dairy industry. Could her sweet & salty background provide the winning edge for Team Fuchs?



Brian Duffy
Culinologist

A Culinary Institute of America (CIA) graduate, Brian uses his background as a Certified Culinary Scientist through the RCA and IFT member to innovate across snacks, bakery, and seasonings, to beverage, culinary, and more. Watch him 'spark' up the competition with a unique blend of culinary arts and food science.



Team Fuchs Menu

Matzo Ball Soup
Kimchi and Roasted Chicken Matzo Ball
Arancini in a Gochujang infused Chicken Consume

BELL FLAVORS USED:

- Chicken, Fat Flavor • Gochujang Flavor

The Deviled Egg
Toasted Coconut infused Egg White with a Yuzu Honey Yolk

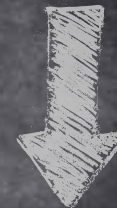
BELL FLAVORS USED:

- Coconut Flavor • Honey Flavor
• Yuzu Flavor • Belltech® Toasted Complex

Toasted Tea Spritzer
Genmaicha Tea, Suntory Whiskey, Yuzu Schnapps, Honey

BELL FLAVORS USED:

- Scorched Rice Flavor • Yuzu Flavor • Honey Flavor



Like What You Tasted?



Scan This QR Code & VOTE For Team Fuchs

For 75 years, Fuchs North America has brought “the joy of food to life” by providing value-added seasonings, spices and flavor solutions to the food manufacturing and foodservice industries. Fuchs’ comprehensive ingredient portfolio brings fresh, on-trend tastes to a wide variety of applications - from appetizers to dressings and sauces, and everything in between.



Meet Team Griffith Foods



Jaime Mestan CRC
Director of Culinary,
North America

With a strong background in Food Science and Culinary that round out her professional experience, Jaime is the Director of Culinary for North America at Griffith Foods. Drawing on her Bachelor of Art degree in Culinary and Hospitality Management from Kendall College, Jaime excels when it comes to collaborative innovation strategies as well as nutrition and dietary menu creation. Are you ready to taste her creations for Spark Ignites?



Timothy Baran
Corporate Executive Chef
Steeped in the creation of culinary-inspired products, Timothy has worked across the entire industry, from fine dining and teaching, to competing professionally, including four ACF competitions and one WACS competition. He's a member of the ACF and RCA, a National Champion, and an Official Apprentice for the ACF Culinary Team USA Official and ACF Certified Master Chef exam. These credentials may just be the secret weapon for Team Griffith!



Chris Schwellenbach
Sr. Corporate Chef Culinologist
Raised across fine dining restaurants ranging from Modern American to Korean, Chris applies his unique perspective to menu development and conceptualizing food concepts working with protein processors at Griffith. His Associate Degree in Culinary Arts at Joliet Junior College is supplemented by hands-on experience at some of the best restaurants in the Chicagoland area, so expect him to raise the bar and spark innovation at Spark Ignites 2024!

Team Griffith Menu

Chi-takoyaki

Chicago style Takoyaki, All beef and "dragged through the garden".

BELL FLAVORS USED:

- Bread 'N Butter Pickle Flavor
- Kimchi Flavor
- Matsutake Mushroom Flavor

Windy City Ice Cream

Featuring the rich diversity of different neighborhoods in the 312:

- Pilsen - Blue corn, nopales, horchata, sweet corn, mango and tajin
- Sox Park - black and white, marshmallow, Chicago mix popcorn

BELL FLAVORS USED:

- Mango Flavor
- Horchata Flavor
- Cotija Cheese Flavor
- Nopal Cactus Flavor

Not Malort - not Malort, we promise.

BELL FLAVORS USED:

- Pink Grapefruit Flavor
- Grapefruit Flavor
- Blood Orange Flavor
- Finger Lime Flavor
- Belltech® Alcohol Smoother



Like What You Tasted?



Scan This QR Code & VOTE For Team Griffith



For 100+ years, Griffith has been blending care and creativity to fearlessly nourish the world. At the intersection of culinary arts, food science and trusted product development experience, they offer customized solutions (seasonings, dough blends, sauces and dressings, and more) to their partners through a collaborative innovation approach.



Meet Team Tastemaker- Reed Food



Blane Hicks Director of Research and Development

Drawing on a rich background in research across the food industry, Blaine leads his R&D team with a focus on sauces and functional dry systems. He holds a Bachelor of Science degree in Food Science from the University of Kentucky and has earned a Master of Science degree in Food Science from Kansas State University. With Blaine's broad technical background, rest assured that the team's culinary creations will be equally innovative as they are delicious.



Bailey May Innovation Chef

Bailey May has always been a misfit. While pursuing a degree in Culinary from Mississippi State University he was too "academic" for his culinary school peers, and too "imprecise" for his fellow food scientists. He's been a line cook, prep cook, catering cook, sous chef, and kitchen manager before finding his calling as Innovation Chef for Reed Food Technology. Watch out for this wildcard at Spark Ignites!



Chad Robertson Executive Technical Sales

Chad thrives on technical challenges, offering expertise in seasonings, sauces, batters/breading, and bakery mixes. He manages sales for crucial industrial and foodservice accounts nationwide. Chad is deeply involved in professional organizations like the IFT (Past President – Mid-South Section) and National Restaurant Association. Additionally, he teaches Seasoning/Spice Short Courses for students and industry pros. Can Chad's technical skills give Team Reed a competitive advantage?



Chase Cooper

R&D Food Scientist, Technical Sales
Chase leverages his extensive industry experience to specialize in industrial sauce, seasoning, and coating system solutions, alongside supporting retail and foodservice development. A Mississippi State Food Science graduate, he's passionate about sharing knowledge on beer and fermentation with students, industry, and academia. Excited to see what Chase and the team have brewing for Spark Ignites 2024!

Team Reed Food Menu

**Sweet Tea Brined
Pulled Pork Wonton**
with Braised Collard Greens, Pickled Onions,
and Peach Ginger Sweet & Sour Sauce

BELL FLAVORS USED:

- Ginger Flavor • Kokumi Flavor
- Belltech® Super Savor Flavor

Donut Bread Pudding
with Turkish Coffee Caramel &
Bourbon Whipped Cream

BELL FLAVORS USED:

- Fried Donut Flavor • Vietnamese Coffee Flavor
- Cardamom Flavor

Kool-Aid Pickle Margarita

BELL FLAVORS USED:

- Finger Lime Flavor • Dill Pickle Flavor
- Tropical Punch Flavor



Like What You
Tasted?



Scan This QR Code
& VOTE For Team
Reed Food



Located in Pearl, Mississippi, Reed Food Technology is a family-owned and operated custom food product developer and private label food manufacturing company with a deep passion for food and family. Reed provides a variety of customizable solutions (coating systems, spices, marinades, sauces, and more) and packaging options that help products shine on the shelf.

Like What You Tasted Tonight?

Scan here to request a sample!



Bell Flavors & Fragrances

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