

10 WAYS TO BEVERAGE INNOVATION



1

Wellness Works!
Offer **flavors** associated with health, relaxation, self-care, and well-being



Use **bold flavor ideas** to create **premium products**, but with **practical execution**

3 **Blur the lines!**
Translate the **flavor of one type of beverage into another to surprise and delight**



Mocktails any time!
Hint at the taste and experience of **cocktails and spirits without alcohol**



5

Tell a **flavor story** to make the **moment special**



Upgrade kid's options!
Focus on **experiences through flavor and textures**

7 **Get moody!**
Create **delicious, benefited beverages** that bring **comfort during times of stress**



Serve the morning occasion with an **elevated breakfast flavor** in a **beverage**



9

Create a **flavor story** with a **whimsical name** to reward **culinary explorers**



Offer more **daytime options** for the **at-home, hybrid worker or student** to **stay focused, all day**

In this climate of supply chain disruption, labor shortages, and historic inflation – take an easy approach to beverage flavor innovation. We provide customized ingredient systems that help you bring innovative products to market faster.

- ✓ **Innovate carefully and based on data – work with Balchem’s marketing and market research teams to identify areas ripe for innovation that fit your brand and target consumer**
- ✓ **Get inspiration from consumer trends & insights through Balchem’s TrendDish™**
- ✓ **Provide solutions to easily create innovative, compelling LTOs with help from Balchem’s marketing and food science teams**
- ✓ **Consistency is crucial, use INjoy™ Flavor Systems to execute the same way, every time**

We create on-trend powder and liquid flavor delivery systems for a variety of end-use applications. Unlike just a “flavor”, our INjoy™ Flavor Systems have a broader impact - from your operations to the consumer experience.

Add minimal complexity, but maximum variety!



INjoy™ Flavor Systems For:

- Juice
- Teas
- Bubble Teas
- Milk
- Plant-Based Milk
- Smoothies
- Frozen
- Blended
- Scoopable Smoothie Bases
- Shakes & Malts
- Egnog
- Creamers
- Chocolate Dairy Powders



INjoy™ Flavor Systems Provide:

- Natural Flavors
- Natural Colors
- No Added Sugar
- Sugar-free
- Custom Curated
- Ready to Use!



Ask us about our proprietary TrendDish™ collaborative process to help you leverage today's trends for innovation and renovation.



Engage today!

Contact us: HNH-Marketing@balchem.com