

# It's all in the flavour

From melting mocha moments to beetroot and basil bites, we take a look at some recent product launches that focus on flavour as their major inspiration. Some are classic flavour combinations such as chocolate and coffee, while others challenge expectations a bit. Lucy Beverley, of Leatherhead Food Research, reports.

**Trader Joe's** Mocha Crunch Crèmes (USA) have a different take on chocolate covered coffee beans. According to the manufacturer, each bite of milk chocolate ganache melts away to reveal crunchy, ground coffee beans and chocolate. The individually wrapped, petite crèmes are described as being able to quickly cure a midday mocha craving as well as making an ideal after dinner treat.



**Also turning** to coffee for inspiration is Nestlé Skinny Cow Divines Incredibly Indulgent Coffee Filled Chocolates (USA). Described as luscious coffee flavoured caramel in a rich milk chocolate square, each individually-wrapped 45 calorie piece is said to have all the richness in a portioned treat that can be experienced anytime, anywhere.



**While chocolate** and cheese might not be to everyone's taste, Denmark Cheese Hyggelig Cold Chocolate (South Korea) couldn't escape a mention. These microwavable cheese slices, made with dark chocolate and cream cheese, can be used to top pancakes or between slices of bread.



**Many vegan** product launches have turned to fruit and vegetables for flavour inspiration. Georgia Ramon's Beetroot & Coconut Vegan Chocolate (Germany) is conched with coconut flour and air-dried beetroot juice powder, and refined with roasted coconut chips.



**Alnavit Ingwerperle** Bio Super Schokolade Ingwer Lúcumá (Germany) has turned to the subtropical fruit lúcumá for inspiration in its bitter chocolate with ginger and lúcumá bar. Described as spicy-tart, melting bitter chocolate with spices, this vegan product also contains ground tiger nuts, ginger powder, cardamom and chilli.



**Extending its** product range, Renée Voltaire Ginger Chew Coconut (Denmark) is made from fresh ginger and described as having a lovely coconut taste. Suitable for vegans, these individually wrapped chews are positioned as being suitable for on-the-go.



**Whilst strawberries** and cream might be synonymous with Wimbledon, this summer consumers in the USA can enjoy these snackable marshmallows from Smash Mallow. Described as mouth-watering puffs made from simple ingredients, then whipped to perfection, this 80-calories-per-serving product is positioned as being a guilt-free every-day, any-time treat for the taste buds.



**This side of** the pond, Barú's Blueberry & Basil Marshmallows are now available in Norway. Hand crafted in Belgium they are described as featuring a natural fluffiness.



**As well as** turning to watermelon for flavour inspiration, Louie's Fruities Mini Naturally Flavored Watermelon Fruit Slices (USA) have mirrored the colouring of the fruit in the product's distinctive design. Described as being free from artificial flavours, colours, preservatives, animal by-products, peanut, nut, gluten, dairy, gelatin, soy, egg, cholesterol and fat, the fruit slices are positioned as being fun for everyone.

