

Ice cream - Regional flavours & little surprises

For ice cream producers worried that classic fruit-flavoured ice cream might be boring, ingredients expert WILD has an ice cream portfolio which focuses on brilliant and characteristic fruit flavours. Some of WILD's other fruit-based ice cream concepts, such as **Twisting Flavors**, create surprising flavour highlights which will draw customers to the freezer aisles of supermarkets. It goes without saying that all of these products are made exclusively of natural ingredients, the company reported.

Fruit is popular everywhere

"In our experience, strawberry is still the most popular kind of fruit-flavoured ice cream, despite all of the innovations and trends towards exotic fruits", says Inga Haubold, Senior Product Manager WILD. Her statement corresponds to the findings of a 2013 survey conducted by the market research institute Innova: throughout Europe, strawberry is the number-one fruit flavour, followed by raspberry and lemon. Cherry is also in high demand, ranking at number five. Inga Haubold adds, "WILD is aware of these numbers, which is why it not only focuses on innovations: It also continues to refine tried-and-true flavours on an ongoing basis."

Characteristic strawberry and cherry flavours

WILD offers a range of natural strawberry and cherry flavours which reflect the typical sensory profile of popular flavours: These products were specially developed for use in ice cream. The Cherry Stars palette lets customers choose between four different notes: sour, sweet, black or Amarena cherry, which is similar to maraschino cherries. WILD's Strawberry Stars product line includes different strawberry nuances such as fresh fruit, green or forest strawberries and a jam-like option. Depending on the product concept, these flavours can be combined and customised to suit the respective foods, or satisfy regional flavour preferences.

Flavours with a twist

WILD's Twisting Flavors are something new and exciting for ice cream-sorbet desserts. They feature one particular flavour in the ice cream that combines with a second flavour in the sorbet to yield a third flavour nuance. Cinnamon ice cream blended with lime sorbet creates a cola flavour; other options include pear that comes from apple and banana, and blackberry made of raspberry and black currant. These novel products stand out among all of the classic ice cream desserts and are ideal for use in ice cream cups and cones. These are made exclusively of natural flavours and colouring foodstuffs, so the WILD product palette also satisfies the consumers' demand for natural ingredients.

Caramel

WILD also offers unusual combinations of fruit and caramel which are specially developed for the premium market. Particularly harmonious blends include apricot and creamy caramel, pear and salted caramel, banana and burnt caramel, as well as pineapple and fudge. The caramel products are available as solids and liquids, which means they can be used both as toppings and as fillings. The texture of the filling is comparable to that of honey: by lowering the freezing point, the core remains liquid. Thanks to the products' easy handling, they are easy to integrate into ice cream creations. With their varying textures, particularly in liquid form, WILD's new concept is both a real innovation and a source of major sales potential. Another advantage is the exclusive use of fruit juice as well as natural flavours and colours.

Chai

WILD's new chai tea concept focuses on a blend of ever-popular Ceylon black tea and rooibos, and the resulting extract is used in dairy-based ice cream. New infusion technology allows the tea to be extracted even more gently, and when combined with spices such as ginger, cinnamon and cardamom, it creates an incomparable and authentic taste sensation as well as a clearly defined USP in comparison with traditional kinds of ice cream. These tea variations offer manufacturers interesting approaches for positioning their products.

Water ices

In Europe, water ices are extremely popular. Fruity flavours tend to be the clear favourite among product launches on the ice cream market. WILD has identified which citrus-based product innovations are especially promising: water ices based on citrus soda. WILD now offers the appropriate compounds for producing citrus soda in frozen form. With a fruit content of 10 to 15%, the flavours lemonade, orange, lemon-lime, pink grapefruit and blood orange are particularly aromatic. Using

colouring foodstuffs makes this 'soda on a stick' visually attractive as well, harmoniously complementing the natural ingredients of this product range.

Acquisition through ADM

Archer Daniels Midland Company (ADM) is acquiring WILD Flavors GmbH, giving ADM the ability to offer food and beverage companies a comprehensive suite of systems to enhance and improve their products. The all-cash transaction is valued at approximately € 2.3 billion enterprise value. The transaction is contingent on regulatory approvals and is expected to close by the end of the year.