



Bell



# CIDER IN THE SPOTLIGHT

Authentic taste solutions for beer-based  
mixers type cider

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## Authentic taste solutions for beer-based mixers type cider

Cider products enjoy great popularity all over Europe. To counter slowing growth rates and market saturation in recent years, more sweeter cider flavour profiles entered the market – leading to a shift towards fruit-flavoured ciders that attract a new and also younger and more female consumer group. Breweries, that do not focus on producing cider products at present but intend to exploit these market opportunities, often face challenges in technical capabilities and resources.

Being a reliable, solution-oriented partner, Bell Flavors & Fragrances offers a range of authentic taste solutions for beer-based products that enables breweries to easily produce a diverse and appealing range of beer mixers with typical taste properties of cider.

**Get in touch with taste** and explore Bell's portfolio of flavours providing characteristic cider profiles as well as fruit notes for refining any cider-type product.

- Allows for developing appealing beer mixer products with authentic cider taste properties.
- Enables to use an existing beer base, preferably less hopped.
- Scale flexibility for batch sizes by narrowing the actual number of brews to simply one.
- High-quality apple compound that allows for the declaration of „apple juice“.



- Natural flavours delivering both typical cider and optional fruity taste profiles – Perfect for creating a full product range!
- Intense, long-lasting flavour profiles based on high-quality raw materials – providing a standardised quality.

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## Key taste profiles

### Classic

3450251 Cider Flavour Type Apple

Dosage: 3.0 : 1000

3650015 Apple Compound

Dosage: 14.0 : 1000

**Ethanol % Vol: 4.5**

Ingredients: Beer, water, invert sugar syrup, acidifier citric acid, **natural flavouring, apple juice from apple juice concentrate (2.2%)**

### Notes:

### Raspberry

3550081 Raspberry Flavour

Dosage: 0.5 : 1000

3450251 Cider Flavour Type Apple

Dosage: 3.0 : 1000

3650015 Apple Compound

Dosage: 14.0 : 1000

**Ethanol % Vol: 4.5**

Ingredients: Beer, water, invert sugar syrup, acidifier citric acid, **natural flavouring, apple juice from apple juice concentrate (2.2%)**, colouring plant concentrate (black carrot)

### Notes:



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## Key taste profiles

### Strawberry

0550123 Strawberry Flavour

Dosage: 2.0 : 1000

3450251 Cider Flavour Type Apple

Dosage: 3.0 : 1000

3650015 Apple Compound

Dosage: 14.0 : 1000

### Ethanol % Vol: 4.5

Ingredients: Beer, water, invert sugar syrup, acidifier citric acid, **natural flavouring, apple juice from apple juice concentrate (2.2%),** colouring plant concentrate (black carrot)

### Notes:

### Lime

0455440 Lime Flavour

Dosage: 0.6 : 1000

3450251 Cider Flavour Type Apple

Dosage: 3.0 : 1000

3650015 Apple Compound

Dosage: 14.0 : 1000

### Ethanol % Vol: 4.5

Ingredients: Beer, water, invert sugar syrup, acidifier citric acid, **natural flavouring, apple juice from apple juice concentrate (2.2%)**

### Notes:



# YOUR PARTNER IN FLAVOUR EXCELLENCE

Bell's tailor-made flavours and extracts are created by combining the most diverse of components: the creativity and technological expertise of our flavourists, the development of market-relevant applications and focus on lifestyle-driven consumer demands.

Delivering solutions based on authenticity, naturalness and indulgence, Bell's portfolio of characteristic taste profiles for beer-based cider products provides both excellent taste and functionality.



## Get in touch with taste.

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