2022

FOOD AND BEVERAGE FLAVOR TRENDS REPORT

T. HASEGAWA


ANTI-INFLAMMATORY
HYDRATION
TOP INGREDIENTS TRENDS
ENERGY BOOSTING
MENTAL HEALTH
TASTE OVER FUNCTION

TOP OVERALL CONSUMER TRENDS

As some markets experience an economic downturn, taste is an important element of value and return on investment. Opportunities exist to offer consumers a range of complex and enhanced flavors. Fungi, algae and oats have potential to grow as sustainable ingredients. Supply chain issues and financial woes may encourage hoarding behaviors. Support creative and thrifty consumers with products and flavors that will work across a range of recipes.

- BIO AVAILABILITY OF NUTRIENTS
- UPCYCLING
- GUT HEALTH
- CLEAN LABEL ALTERNATIVES
- ESCAPISM FLAVORS
- PLANT FORWARD
- MEXICAN COMFORT FOOD
- CLASSICS WITH A TWIST
- CO-BRANDING

TOP FOOD TRENDS 2022

Textures, unusual flavor combinations and intense taste profiles can help brands strengthen their product portfolios and (re)engage with consumers. Even adventurous consumers find comfort in traditional foods though, and brands should explore launching traditional products with a twist, as 41% of U.S. consumers are interested in trying new flavors that are similar to their favorites.

DESSERTS AND CONFECTIONS

Permissible indulgence trends due to working from home and stress of the pandemic strengthen innovation that can elevate nutritional values while still deliver on flavor, textures and experiences that tap into indulgence. The power of nostalgia and novelty is at play in recent innovation, with unique mashups featuring classic cereals, candy and even soda. Fruit flavors popular in Asian and Latin cuisines are positioned well for growth as they make adventurous flavors more approachable in desserts and confections.

- INTERNATIONAL FRUIT FLAVORS - Latin and Asian
- CHOCOLATE BRANDS INNOVATE AROUND CITRUS FLAVORS
- BRANDS CONTINUE TO EXPLORE ALCOHOL-THEMED CHOCOLATES
- LIGHT, FLUFFY AND CRISPY TEXTURES
- BROWN BUTTER
- CINNAMON ROLLS
- COOKIE BUTTER
- GIN, MEZCAL
- PEANUT BUTTER
- STREET FAIR - Funnel Cake, Chocolate Covered Bacon, S'mores
- VANILLA
- AMARETTO & BLACK CHERRY
- IRISH CREAM & BROWNIE
- RUM & TRES LECHES

48%

OF CONSUMERS TREAT THEMSELVES TO SWEET AND SALTY.

21%

INCREASE IN BAKLAVA AS A MENU ITEM IN THE PAST THREE YEARS.

CONSUMER EXPERIENCE AND INTEREST

CARDAMOM 43%
ESPRESSO 59%
PRETZEL PIECES 69%
RUBY CHOCOLATE 30%
MATCHA 40%
BOURBON 52%

UBE 29%
LYCHEE 45%
ASIAN FRUITS
DRAGON FRUIT 58%
YUZU 30%

MANGO 69%

PINEAPPLE 74%

TROPICAL FRUITS

BLOOD ORANGE 58%

TANGERINE

GUAVA 55%

72%

OF U.S. CONSUMERS CLAIM THAT FLAVOR IS AN IMPORTANT ATTRIBUTE WHEN PURCHASING ICE CREAM AND FROZEN TREATS.

49%

OF U.S. CONSUMERS AGED 18-24 AGREE THAT TEXTURE IS AN IMPORTANT ATTRIBUTE IN ICE CREAM AND FROZEN TREATS.

18%

OF CONSUMERS SAY THEY WOULD LIKE INNOVATIVE COLLABORATION FLAVORS TO MOTIVATE THEM TO PURCHASE FROZEN TREATS.

67%

OF CONSUMERS SAY FLAVOR IS A KEY ATTRIBUTE IN PURCHASING SWEET BAKED GOODS.

FLAVORS GET ATTENTION, HEALTH KEEPS IT: WHAT MOTIVATES CONSUMERS TO TRY SWEET BAKED GOODS

42%

UNIQUE FLAVORS

39%

HEALTHIER INGREDIENTS

36%

SEASONAL FLAVORS

23%

ALTERNATIVE SWEETENERS

23%

CO-BRANDED FLAVORS

23%

HIGH PROTEIN

Base: 2,000 internet users aged 18+. Multiple selections allowed.

SNACKS

Consumer demand for more adventurous and exciting flavors is driving innovation in snacks. Encouraging snacking rituals can amplify physical and emotional stimulation to improve mood and relieve anxiety. Elevate classic flavors allowing snack brands to focus on bold flavors and innovating around adventurous and experimental tastes. In a recent poll, when only five savory flavors were offered, 89% of respondents would choose either cheddar, salt, barbecue, peanut butter or garlic. If only five sweet flavors were offered, 91% of respondents would choose either chocolate, strawberry, cinnamon, honey or vanilla.

CONSUMER EXPERIENCE AND INTEREST

GOJI BERRY 45%

CURRY 52%

ADOBO

GUAJILLO CHILI 33%

BAHARAT

KIMCHI 39%

BAOBAB 28%

MACA 31%

- ALTERNATIVE INGREDIENTS - Legumes, Beans, Seeds, and Vegetables
- CHARCUTERIE BOARD FLAVORS
  - Prosciutto
  - Rillettes
  - Saucisson Sec
  - Sopressata
  - Genoa Salami
  - Mortadella
  - Spanish Chorizo
  - 'Nduja
  - Coppa/ Capicola
  - Jamón Ibérico
  - Calabrese
- CHEESE
- DATES – Medjool, Deglet, Jujube
- POMEGRANATE

28%

OF CONSUMERS WOULD LIKE TO TRY SNACKS THAT ARE POPULAR IN OTHER COUNTRIES (LATIN, ASIAN AND MIDDLE EASTERN).

Internationally inspired upgrades to existing flavors will have the greatest potential for success based on the foundational flavors.

24%

ANNUAL GROWTH RATE OF MEDJOOL DATES ACROSS ALL CATEGORIES.

24%

OF CONSUMERS HAVE NOT TRIED POMEGRANATE BUT ARE INTERESTED IN TRYING IT.

CONSUMERS INTERESTED IN TRYING THESE INGREDIENTS IN A SNACK

38%*	35%*	33%*
PUMPKIN SEED	CAULIFLOWER	CHICKPEA

CONSUMERS COME FOR THE CLASSICS, STAY FOR THE ADVENTURE: WHAT MOTIVATES CONSUMERS TO TRY SNACK FOODS

53%

"I SOMETIMES PREFER SIMPLE SNACK FLAVORS."

49%

"I PREFER SNACKS THAT ARE A MIX OF HEALTHY AND INDULGENT."

42%

"TRYING NEW SNACK FLAVORS ADDS SOME EXCITEMENT TO MY REGULAR ROUTINE."

32%

"I SELECT DIFFERENT SNACKS BASED ON TIME OF DAY."

28%

"I WOULD LIKE TO TRY SNACKS THAT ARE POPULAR IN OTHER COUNTRIES."

26%

"I TEND TO CHOOSE SNACK FLAVORS THAT FIT THE SEASON."

Base: 2,000 internet users aged 18+. Multiple selections allowed.

REGIONAL AND INTERNATIONAL

Tap into consumers' nostalgia for traveling by recreating the taste of traditional flavors from popular travel destinations. Innovation that introduces these consumers to new cuisines and flavors will answer to this craving. 23-36% of consumers have interest in regional flavors like Southern Italian, Sicilian, Tuscan, Szechuan, Argentinian, Brazilian, Moroccan, Peruvian, Oaxacan, Ethiopian and West African. Prioritize ways to convey authenticity through the many ways flavor is delivered from these regions.

- ACHIOTE
- ADOBO SEASONING
- AGAVE
- AJI AMARILLO
- BLACK SESAME SEED
- BULGOGI
- CALABRIAN
- CHAMOY
- CHARMOULA
- CHIMICHURRI
- CILANTRO
- ELOTE
- FURIKAKE
- HARISSA
- HATCH GREEN CHILI
- KIMCHI
- KOREAN BBQ
- LIMONCELLO
- LYCHEE
- MISO
- MOCHI
- MOLE
- MOJO
- PAD THAI
- PASSION FRUIT
- PIRI PIRI
- PONZU
- ROASTED-GARLIC
- ROASTED PINEAPPLE
- SAMBAL
- SHISO
- SHOYU
- SPICY TAHINI
- TAMARI
- TOGARASHI
- TOMATILLO
- TOMATO
- TRES LECHES
- TURMERIC
- WHISKEY
- ZA'ATAR

36%

OF CONSUMERS WOULD LIKE TO SEE MORE INTERNATIONAL FLAVORS IN THE GROCERY STORE, BUT...

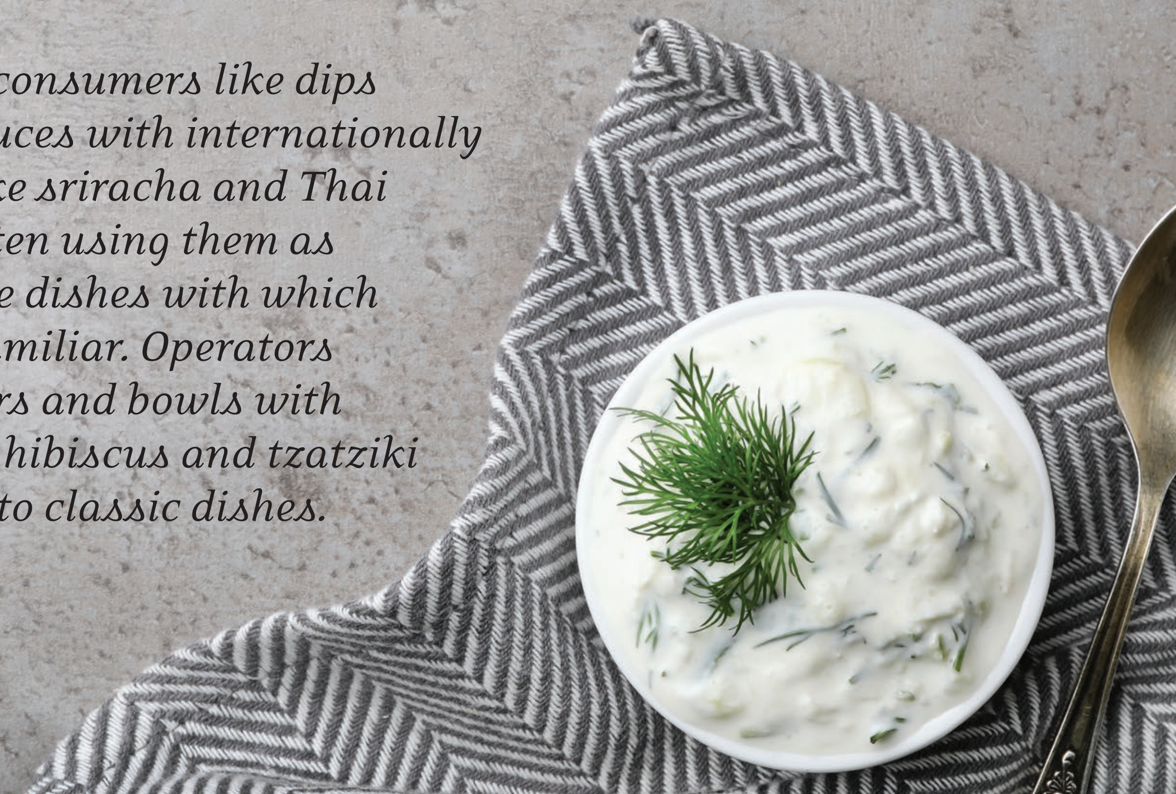
45%

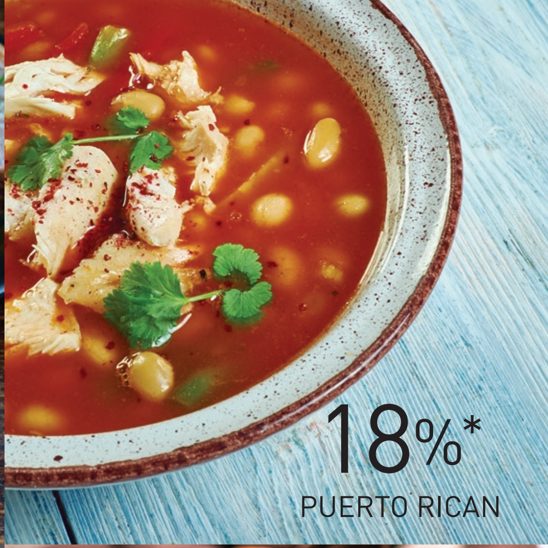
SAY THOSE FLAVORS NEED TO BE AUTHENTIC, AND...

29%

SAY THAT FUSION FLAVORS ARE THE BEST INTRODUCTION.

40% *of U.S. consumers like dips and sauces with internationally inspired flavors like sriracha and Thai peanut, and are often using them as spreads to enhance dishes with which they are already familiar. Operators should offer burgers and bowls with flavors like adobo, hibiscus and tzatziki to add excitement to classic dishes.*



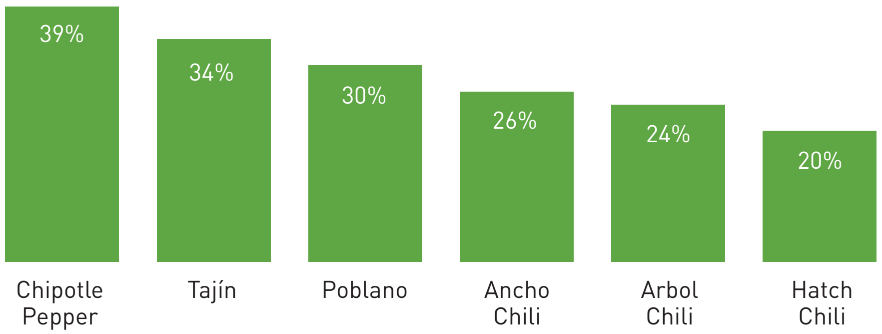


LATIN CUISINES

61% of consumers feel Latin flavors have a good variety, but across the spectrum of Latin cuisine varieties, consumer experience is largely limited to Mexican cuisine. Mexican cuisine consumption reflects both availability and influence on U.S. food culture. Featuring regional Mexican cuisines and shared traditional ingredients can introduce and ease consumers into trial of less mainstream Latin cuisines.

* Base: 950 internet users aged 18+ who eat Latin cuisine. Multiple responses allowed.

TRENDING PEPPER SEASONING BLENDS IN HOME COOKING



Base: 837 consumers who feel comfortable cooking with Latin flavors at home.

+29%

MENU INCIDENCE OF ADOBO SEASONING.

+24%

MENU INCIDENCE OF HIBISCUS FLAVOR.

Q2 2018 to Q2 2021.

YOGURT AND YOGURT DRINKS

Health forward is a strong starting place for the yogurt category to lay its functional groundwork as 34% and 33% of consumers buy yogurt for gut health and immune health, respectively. Fruit-forward and dessert-inspired variations build premiumization that makes consumers feel inclusive. By offering small, affordable treats, brands of yogurt will appeal to consumers who face the psychological need to indulge to lift their mood. Co-branding with brands that are known for taste (i.e. dessert-inspired) is a potential tactic to increase taste. Focusing on texture, highlighting thick, creamy and luxurious textures can be points of differentiation.

64% OF CONSUMERS EAT YOGURT AT HOME.

61% EAT FLAVORED YOGURT AND YOGURT DRINKS.

38% WILL TRY NEW FLAVORS IN THE NEXT 12 MONTHS.

31% OF CONSUMERS PREFER INDULGENT YOGURT.

SAVORY FLAVORS AS BASE TO DIPS AND CONDIMENTS

- BACON
- CHIPOTLE PEPPER
- CHIVE
- HARISSA
- HORSERADISH
- SMOKED

INDULGENT FLAVORS

- BANANA & PEANUT BUTTER
- CHOCOLATE & PEANUT BUTTER
- COLD BREW ESPRESSO
- COOKIES & YOGURT
- MARSHMALLOW S'MORE
- STRAWBERRY WAFFLE CONE

CONSUMER EXPERIENCE AND INTEREST

SALTED CARAMEL 31%
PASSION FRUIT 34%
BLACKBERRY 46%
YUZU LEMONADE 36%

PROTEIN AND MEAT ALTERNATIVES

Value-added meats and meat analogs featuring marinades, rubs and seasonings offer both convenience and versatility while helping to shape the whole meal experience. Emerging flavors find local and global roots and brands can appeal to local authentic tastes. Complex flavor profiles featuring a mix of heat and sweet, smoky notes and botanicals are gaining traction. Exploration of lighter flavor families that share connections with freshness and health, citrus, herbal and floral are making small strides. Chef recipes, crunchy textures and innovative ingredients add excitement to meat substitutes while using smoke flavors and other natural plant-based ingredients to replicate the aroma and taste of cooked meat and fish.

57%
OF CONSUMERS ARE LOOKING FOR UNIQUE FLAVORS TO MAKE EVERYDAY PROTEINS EXCITING.

47%
OF AMERICANS WOULD LIKE TO SEE MORE VARIETY IN FORMS OF PLANT-BASED MEAT ALTERNATIVES.

49%
OF CONSUMERS SAY THAT FLAVOR IS A KEY ATTRIBUTE WHEN PURCHASING PROTEINS.

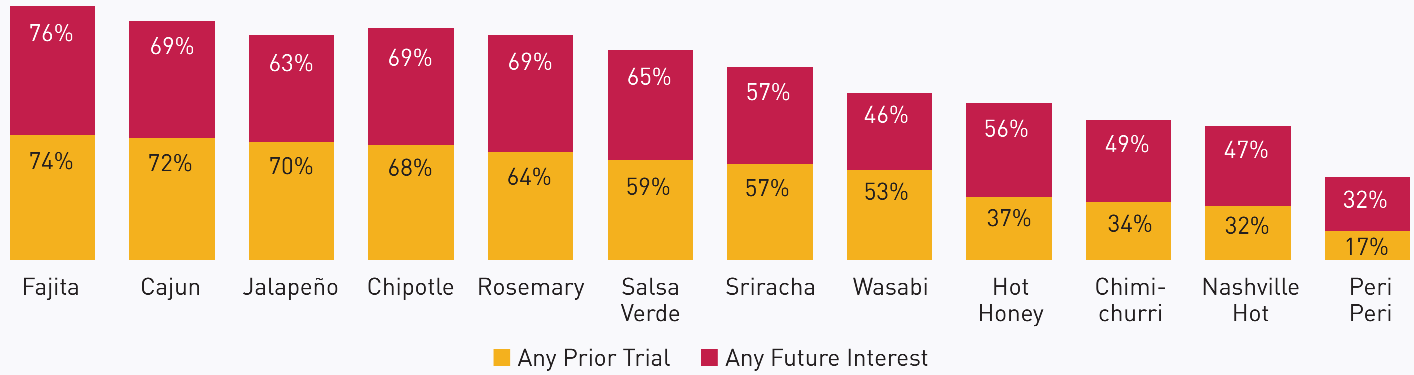
Harissa can be used as a condiment for foods such as tagines, mixed into dishes, or used as a rub for meats and vegetables to be roasted.

- CAJUN, CHIMICHURRI, HOT HONEY, PERI PERI
- FURIKAKE, GOCHUJANG, HARISSA, KIMCHI, LEMON-GRASS, TIKKA MASALA, TOGARASHI, ZA'ATAR
- HARDWOOD SMOKED

Hickory	Mesquite
Oak	Pecan
Alder	Walnut
Maple	Apple

- SAVORY, SMOKY AND SPICY
- SICHUAN-FRIED CHICKEN

TRENDING FLAVORS IN PROTEIN AND MEAT ALTERNATIVES



DIPS AND SAUCES

Creamy, savory, smoky and spicy are all top flavor preferences. Intensify bestselling flavors with twists, as consumers have become more adventurous with global sauces, pastes, dips and condiments. New flavors tend to dominate innovations in sauces, but texture is also key to the mouthfeel, which enhances taste.

MENU MENTION OF LEMON PEPPER SAUCE.

MENU MENTION OF LEMON PEPPER SEASONING.

MENU MENTION OF BABA GANOUSH.

*FROM Q4 2017-20

40%

OF CONSUMERS SAY THEY LIKE THEIR DIPS AND SAUCES TO HAVE INTERNATIONAL FLAVOR PROFILES CREATING A DEMAND FOR EXOTIC COMBINATIONS.

65%

OF CONSUMERS CHOOSE DIPS AND SAUCES BASED ON THE FLAVOR.

51%

OF U.S. CONSUMERS ARE INTERESTED IN TRYING TRADITIONAL DIPS AND SAUCES WITH NEW FLAVORS, LIKE SPICY RANCH.

CONSUMER EXPERIENCE AND INTEREST

EVERYTHING BAGEL SEASONING 67%

HARISSA TAMARIND TZATZIKI

TAHINI KIMCHI CHILE CRISP

CHIMICHURRI

ROMESCO SMOKED SALT 34%

- AJIKA
- ARTISANAL MUSTARD
- CHERMOULA
- CILANTRO
- CURRY
- GOCHUJANG
- GREEN TOMATO
- HARISSA
- HOISIN
- KACHUMBARI
- KHMELI SUNELI
- KOJI
- LEMON
- PEANUT
- PERI-PERI
- PINEAPPLE
- PONZU
- SAMBAL
- SAN MARZANO TOMATO
- SMOKE SALT
- SMOKY CHIPOTLE
- SWEET CHILI
- UMAMI BOMB SAUCE
- YUZU AND PASSION FRUIT COMBO
- ZA'ATAR
- ZHUG

SOUPS AND BROTHS

Moving forward, soup products that provide cooking and flavor shortcuts, such as dry soups or refrigerated broths, will appeal to consumers who want to continue cooking at home but have less time and energy to do so. Soup brands can blend comfort appeal with health needs by balancing a comforting quality with a nutrient-dense, plant-forward recipe. In North America, the most prolific flavor in soup launches remains vegetable and onion is the most typical ingredient, reflecting its versatility.

PLANT-BASED INSTANT NOODLES
TOMATO TURKEY POTATO
DHAL BUTTERNUT
MUSHROOM
CURRY
GINGER

61%
INDICATE FLAVOR IS AN IMPORTANT SOUP ATTRIBUTE.

62%
OF CONSUMERS WANT COMFORTING FLAVORS.

55%
WANT HEARTY FLAVORS.

29%
ARE SEEKING INNOVATIVE ADVENTUROUS FLAVORS IN SOUPS.

- ASIAN STYLE FLAVORS – Curry, Dhal, Ginger
- CLASSIC WITH A TWIST – Curried Chicken Corn Chowder
- DRINKABLE CANNED CURRY SOUP
- GARAM MASALA – Indian Tomato Soup, Spiced Pumpkin or Carrot Soup
- KOREAN – Yukgaejang (spicy beef soup with vegetables)
- PALAK SOUP

Mulligatawny soup is a creamy comfort food traditionally a curry soup of Indian origin. There are many variations on the ingredients and seasoned and spicy flavors are seeing growth on menus.

PREPARED MEALS

Prepared meal brands can play to consumers' aspirations for home cooking by offering products that allow for customization or that require an added step or two beyond microwaving, such as adding sauces or seasonings, browning under a broiler or sautéing in a skillet. Promote prepared entrées or sides with complementary fresh items to create a complete meal and increase to indulgent comfort foods.

MOLE AJI DE GALLINA
LATIN TRENDS
SALSA VERDE POZOLE

Brands look to Asian flavors to entice consumers to plant-based ready meals.

43%

OF CONSUMERS SAY THEY BUY PREPARED MEALS BECAUSE OF THE TASTE.

Twists on Classics

- BUFFALO CHICKEN POT PIE
- CAJUN LASAGNA
- CHINESE SMOTHERED PORK CHOPS
- KUNG PAO CHICKEN SPAGHETTI AND MEATBALLS
- MEXICAN SHEPARD'S PIE
- VEGETABLE CURRY PIE

TOP BEVERAGE TRENDS 2022

Much of innovation falls into two camps: flavor and function. Layering in features like flavors, carbonation, and functionality with ingredient improvements drive consumer purchases. Educating consumers on pairing with meals and using beverages for sauce experimentation can fuel purchase decisions. Inspire consumers to seek out new beverages that support unique flavors and ingredients, cleaner labeling and even functionality. Since alcoholic beverage drinking occasions will likely remain largely at home, consumers will need help finding ways to keep the experience exciting. Direct-to-Consumer programs can help keep consumers feeling engaged with new product trial and discovery.

NON-ALCOHOLIC BEVERAGES

- BLACK CHERRY
- BUBBLE MILK TEA
- CARDAMOM
- FUNCTIONAL BLENDED DRINKS
- HAZELNUT
- HIBISCUS
- HOJICHA
- MIXED FRUIT FLAVORS
- PEPPERMINT
- WHITE CHOCOLATE

Sophisticated Flavors

- BURNT LEMON
- CHARRED LEMON ZEST
- LEMONGRASS
- MEYER LEMON

27%

find that combination flavors are important to non-alcoholic beverages.

44%

CHOOSE FLAVORED BEVERAGES TO TREAT THEMSELVES.

26%

ARE INTERESTED IN NON-ALCOHOLIC BEVERAGES INSPIRED BY COCKTAILS.

70%

OF RTD TEA DRINKERS SAY FLAVOR IS THE MOST IMPORTANT ATTRIBUTE.

56%

OF ADULTS IN THE U.S. SEE FLAVOR AS IMPORTANT WHEN BUYING CARBONATED SOFT DRINKS.

NASHVILLE HOT

Although trending flavors may change, flavor families remain constant. About half of consumers opt for fruit flavors indicating that classic flavor families remain a good starting point for product development. But less conventional botanical flavors like spices, herbs and florals can add a layer of complexity for consumers looking for creative options.

53% BERRY

53% CITRUS

48% TROPICAL

20% HERBAL

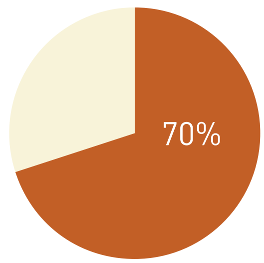
17% SPICED

13% FLORAL

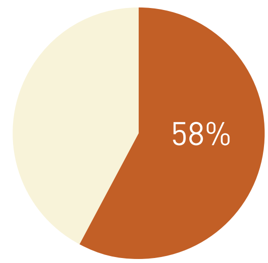
"If you were to create your ideal non-alcoholic beverage, which of the following flavors would you include? Please select up to five." Base: 2,000 internet users aged 18+.

In a category with very distinct segments, flavor may be the common ground to help expand crossover. A trifecta of taste, refreshment, and health are baselines for marketing and formulation while additional product features can target diverse occasions and palates.

RTD tea with real fruit pieces is emerging as an on-the-go dessert-drink

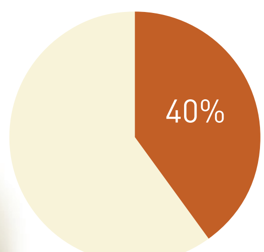


RTD Tea

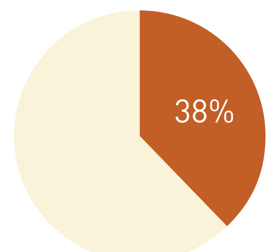


Brewed Tea

FLAVOR

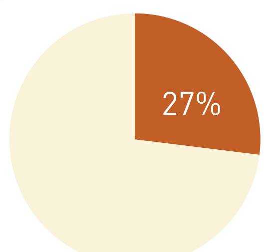


RTD Tea

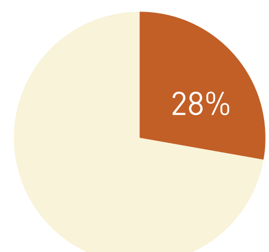


Brewed Tea

PRICE/AFFORDABILITY



RTD Tea



Brewed Tea

FUNCTIONAL BENEFITS

Brewed teas include bagged, loose-leaf and singled cup teas. Base: 832 internet users aged 18+ who've had RTD tea in the past three months; 833 internet users aged 18+ who've had brewed tea in the past three months.

CONSUMER EXPERIENCE AND INTEREST

GUAVA 25%
LEMONGRASS 28%
ORANGE BLOSSOM 34%
DRAGONFRUIT 29%
TANGERINE 21%
HONEYDEW MELON 29%
MEYER LEMON 30%

Combine sweet taste and nutritional benefits: maqui berries, coconut and papaya.

As Mexican cuisine's popularity continues in the U.S., hibiscus remains an opportunity for operators to showcase brightly colored and unique teas and cocktails.

+24%
MENU INCIDENCE OF HIBISCUS FLAVOR

+65%
MENU INCIDENCE OF HIBISCUS AS AN INGREDIENT

+43%
MENU INCIDENCE OF MEXICAN BEVERAGE CUISINE TYPE

FROM Q2 2018 TO Q2 2021

SPORTS NUTRITION BEVERAGES

RAINBOW SHERBET
BLOOD ORANGE YUZU
SOUR GUMMY SNOW CONE
SALTED WATERMELON
ROCKET POP MATCHA GREEN TEA LATTE

Powders and tablets have a bright future, while plant-based expedites sustainable sports nutrition.

- HYBRIDIZATION
- NOSTALGIC AND INDULGENT FLAVORS

Fruit and Citrus Flavors
- CALAMANSI
- FINGER LIME
- LUCUMA – PERUVIAN
- LYCHEE
- MIKAN
- PRICKLY PEAR

Coffee Flavors
- AFFOGATO
- CAFÉ CON MIEL
- COLD BREW
- ESPRESSO CON PANNA

73%

OF NUTRITIONAL DRINK CONSUMERS AGREE THEY'D LIKE MORE PRODUCTS PERSONALIZED TO THEIR NEEDS, AND...

81%

WOULD LIKE MORE PRODUCTS PERSONALIZED FOR THEIR CHILDREN'S NEEDS.

ALCOHOL BEVERAGES

Innovative flavors and ingredients can pique consumers interest and prompt them to try new brands and offerings as 58% of adults in the U.S. say they like to try new flavors. Spirits are especially well-placed for adventurous innovation and pose an opportunity to premiumize the consumer experience and breathe new life into well-established spirit sectors. Innovative RTD's which offer adventurous flavors and ingredient combinations can help nesting drinkers recreate the out-of-home drinking experience.

Hard seltzer can innovate with fun and indulgent flavors such as those inspired by desserts to target adventurous drinkers: S'mores; Apple Pie, Churro, Chocolate Brownie, and Orange Vanilla Milkshake. Currently fruit flavors dominate hard seltzer, creating an expansion point for beer and cider. Non-alcoholic beer needs to be flavorful and has the potential to be functional. Adaptogenic alcohol-free mushroom beers claim to have anti-inflammatory benefits with crisp and refreshing flavor profiles. Soursop, cambuci, coconut water and cashew juice add a novel flavor experience to beer.

- APRICOT
- BAOBAB
- BASIL
- BLACK CURRANT
- BLUEBERRY
- COCONUT
- COFFEE
- CUCUMBER
- ELDERFLOWER
- GUAVA
- HIBISCUS
- KIWI
- LAVENDER
- LEMONADE
- LYCHEE
- MANGO
- MAPLE
- PASSION FRUIT
- PEACH
- PEAR
- PINK LEMONADE SELTZERS
- SPICY HARD CIDER
- STRAWBERRY
- TANGERINE
- WHITE PEACH AND YUZU

SAPODILLA
CARIBBEAN FRUITS
CARAMBOLE UGLI FRUIT
SUGAR APPLE
BARBADOS CHERRY

T. HASEGAWA

Whether you found a directional trend interesting, a brand new idea was initiated or are ready to build off of an existing formulation, our team is ready to collaborate and create a custom solution to meet your need. Give us a call and take your product to the next level of flavor.

DEVELOPMENT CAPABILITIES

Liquid Flavors: Oil Soluble Water Soluble Reaction Emulsion Extract

Powder Flavors: Plated Spray-dried Vacuum-dried

Paste Flavors: Encapsulates Suspensions Viscous Solutions Thermal Processing

FLAVOR MODULATION

Maskers Blockers Enhancers Boosters

We develop customized modifier formulations to enhance sweetness, reduce salt, enrich umami, augment mouthfeel, block bitterness, or mask off-notes.

AVAILABLE IN

Organic Natural Gluten Free Vegan Kosher Halal Non-GMO

Clean-Label Cost Reduction Retail Compliant Natural & Artificial Blends

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