

## WFFC Sensory Trend Excursion Offers a Taste of SoHo



From left, back row: Christina Christie (Takasago), Doreen Smith (Yankee Candle), Lauren Ancona (IFF), Amy Marks-McGee (Trendincite LLC), Catherine Armstrong (Comax Flavors), Nicole Urbanowicz (P&F Magazine), Florentina Cimpian (Charkit Chemical), Jeanine Pedersen (Takasago), Christa de Vinck (FFS), Nicole Isabella (Mane), Karen Adams (Sniffapalooza) and Darryl Do (Delbia Do); middle row, from left: Grace Khoury and Jeena James (both of Bell Flavors & Fragrances), Italina Schifino (IFF), Megan Nolan and Melissa Bliss (both of Allen Flavors), Kimberly Champon (L.A. Champon), Alpa Roman (FFS), Christina Smith (Virginia Dare), Molly Schwartz (Mane), Karen Dubin (Sniffapalooza), Marylou Rodriguez (Mane), Lisa Paloympis and Dyann Coratti (both Intarome), Courtney Jakubecy (L.A. Champon), Kelli Heinz (Bell) and Debbie O'Sullivan (Takasago).

The Women in Flavor and Fragrance Commerce (WFFC) got a taste of flavor and fragrance trends in New York's stylish SoHo neighborhood during the WFFC's annual sensory fragrance and flavor trend excursion on June 3.

The trek began at Georgetown Cupcakes (111 Mercer Street), where visitors tried out a wide variety of cupcake flavors, as well as a gluten-free option.

The SoHo outpost of the Washington, D.C.-based company, which changes its cupcake offerings frequently, featured flavors such as *chocolate salted caramel*, *gluten-free chocolate salted caramel*, *vanilla<sup>2</sup> with buttercream frosting or cream cheese frosting*, *cherry blossom*, *cherry cheesecake*, *chocolate coconut*, *chocolate hazelnut*, *coffee cookies and crème*, *dulce de leche cheesecake*, *lava fudge*, *lemon blossom*, *marble brownie fudge cheesecake*, *mint cookies & crème*, *peanut butter fudge*, *toasted marshmallow* and *toffee crunch*.



*Chocolate salted caramel* was among the savory and sweet cupcake flavor options at Georgetown Cupcakes.

Next, Chobani SoHo (150 Prince St.) showed visitors that yogurt can be paired with a number of ingredients to create a sweet, and even savory, effect. At the SoHo concept store, which is currently the only storefront location in the country, the group tasted unique yogurt dish flavors such as *cucumber & olive oil*, which was served with pita chips and contained cucumber, extra virgin olive oil, fresh mint and sea salt. *Hummus & za'atar* was also served with pita chips and contained hummus, chickpeas, za'atar spice blend, extra virgin olive oil, lemon zest, sea salt and black pepper. *Mango & avocado* was served with blue corn tortilla chips and included mango, avocado, jalapeños, extra virgin olive oil, sea salt, fresh cilantro and lime juice. *Zucchini pesto & tomato* was served with pita chips and contained zucchini pesto, roasted cherry tomatoes, pine nuts, balsamic reduction, Parmesan crumbles, extra virgin olive oil, sea salt and black pepper. *Red pepper harissa & feta* contained red pepper harissa, feta cheese, fresh mint, extra virgin olive oil, sea

salt and black pepper and was served with pita chips. Finally, *pistachio & chocolate* contained pistachios, dark chocolate flakes, sliced orange, fresh mint and clover honey.

After a short walk, Xocolatti (172 Prince St.), a quaint store which incorporates the owner's penchant for jewelry box-type displays (his father owned a jewelry store), featured gourmet chocolate flavors such as *olive oil basil truffle*, *sake truffle*, *champagne brute*, *coffee nutmeg*, *cranberry macadamia*, *gianduja*, *mango paprika*, *raspberry black pepper*, *rose almond*, *rose cardamom*, *PBJ*, *pineapple habanero*, *spiced mint* and *white chocolate salted pistachio*.

Directly next door, cosmetic specialists at Bite Lip Lab (174 Prince St.) created custom-made lipsticks and lip moisturizers for the group. The brand, which says its mission is to create lipstick that is "high performance and healthy enough to eat (food-grade) for women everywhere," featured



Xocolatti's precious, jewelry-type boxes of gourmet chocolates contained flavors like *olive oil basil truffle*, *sake truffle* and more.



Amy Marks-McGee (*Trendincite*) and Jeanine Pedersen (*Takasago*) led the WFFC's annual sensory fragrance and flavor trend excursion in New York's SoHo on June 3.



Chobani offered a table full of savory and sweet flavor combinations in its yogurt creations.



Molly Schwartz (*Mane*) ponders over her niche fragrance favorite at Osswald.



Lipstick truffles used to create custom lipstick at Bite Lip Lab are infused with flavor and scent options including cherry, mint, mango, superberry, vanilla and violet.

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custom-created tubes of lipstick in various flavor and fragrance themes for the WFFC group like “WFFC Berries Gone Wild,” “WFFC Mango Madness” and “WFFC Sweet & Natural.” The lab offers a choice of six flavors and scents: *cherry*, *mint*, *mango*, *superberry* (an açai, blueberry and pomegranate mix), *vanilla* and *violet*. The lipstick “truffles” that the lab uses to create custom colors for the lipsticks contain ingredients like *trans-resveratrol*, beeswax, argan oil, shea butter and FDA-approved colorants.

A quick lunch break at Mercer Kitchen (99 Prince Street), a restaurant conceptualized by renowned chef Jean-Goerges Vongerichten, featured a lively blend of flavors starting with the restaurant's flavored soda offerings like *black cherry-yuzu*, *lemon-lemongrass*, *ginger-lime* and *lemon thyme*. The appetizers melded together bold flavor combinations such as chilled artichoke, mustard mayonnaise, chervil and lemon, as well as roasted baby beets with goat cheese. Main course options included steamed shrimp salad with avocado, mushrooms and tomato, champagne vinaigrette or a burger topped with pepper jack cheese, crunchy red onions, avocado and Russian dressing served with french fries. Sweet dessert options included warm Valrhona chocolate cake, cocoa bean brittle and vanilla bean ice cream or sour cream cheesecake, blood orange sorbet and kumquat marmalade.

The day ended at Osswald (311 West Broadway), an upscale *parfumerie* that originated in Zurich, Switzerland. The store exhibited an air of exclusivity with a sizable amount of fragrances priced from about \$200 to more than \$1,000 and a locked front door with a buzzer system to enter. The SoHo location specialized in more than 20 niche perfume brands, as well as home care and skin care. The store managers passed around fragrance blotters and told the stories behind scents like *Cuir Venenum* from Parfumerie Générale, which was inspired by a leather-clad model-muse. Roja Parfums, according to the store's managers, are frequently requested, and the brand's newest rollouts are often backordered at the store. The shop also featured niche fragrance brands such as Amouage, Arquiste, Boadicea, Biehl Parfumkunstwerke, Clive Christian, Etro, Huitième Art, LM Parfums, Maison Francis Kurkdjian, Maître Parfumeur et Gantier, MDCI, Micallef, Parfums de Nicolai, Phaedon, Profumum Roma, Stéphane Humbert Lucas—777, Ys Uzac and Xerjoff.

*J'aime Soho*, created by Takasago Perfumer Patricia Choux, was the featured take-home perfume gift of the WFFC excursion this year, offering fruity, citrus and apple top notes that blend into a heart of French macarons, orange blossom and jasmine. The base notes of vanilla, sugar, wood and musk offered a sweet finish to the scent.