

## Ingredients

## Trends + Innovation

## A taste for adventure

*Beverage flavors are getting big and bold, due to the influence of millennials and a growing multicultural population*

*By Heather Landi*

Floral flavors also are hitting the cocktail scene as with The Bitter Truth's Violet liqueur. The same company also developed a Golden Falernum flavored liqueur.

In particular, the Caribbean flavor falernum is one that Sensient Flavors predicts will see more exposure this year. Falernum is a sweet syrup with hints of almond, ginger, cloves, lime, vanilla and allspice that's often paired with rum in Caribbean and tropical drinks but is now popping up in non-alcoholic beverages like coconut water.

*Floral and herbal flavors are popping up in drinks now, including violet, such as The Bitter Truth's Violet Liqueur.*



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