

MAGAZINE PRODUCT ROUNDUP

Mitchell Fox
Business Development Manager
mfox@allured.com
630-344-6052
www.PerfumerFlavorist.com

Make more of an impact with the Product Roundup Program.

Scheduled magazine display advertisers receive an additional value of inclusion in *Perfumer & Flavorist*'s Product Roundup program. This special Product Roundup program extends your reach and frequency by more than **400%** and includes marketing inquiries.

BENEFITS

1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Perfumer & Flavorist+*'s **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Perfumer & Flavorist+*'s newsletter and social media channels.

MARKETING INQUIRIES

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. Best practice for following up on marketing inquiries: Offer qualified prospects more information about your new product with a whitepaper or a sample request.

QUALIFICATION FOR THE NEW PRODUCT ROUNDUP PROGRAM

1. Schedule a minimum 4x display ad program in *Perfumer & Flavorist+* magazine in 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

PRODUCT ROUNDUP [Raw Materials, Equipment & Services]

Ingredients



Baguette Note

Aunt Organics

<http://auntorganics.com>

Baguette Note is a fermented-sourdough flavor that delivers a natural and authentic taste of a fresh baguette. It can be used in any recipe that has the ability to rise, such as in a bakery where breads and pastries are being made. Baguette Note is a natural flavor that can be used in breads, pastries, soups, dips, dressings and pretty much. This product would work well for enhancing bread flavors, adding flavor notes, lengthening party foods and can also be used as a flavoring for baked goods. Aunt Organics produces the material as 100% natural, kosher and non-GMO.



The diagram shows several chemical structures of flavor ingredients, each labeled with its name and source:

- Top left: L-Menthyl acetate (FCC)
- Top right: 3-Mercaptohexyl acetate (FCC)
- Middle left: L-Pheophytin (FCC)
- Middle right: L-Limonene (FCC)
- Bottom left: L-Pheophytin (FCC)
- Bottom right: 3,5-Dimethyl-2-hexenyl Gammamyl Glutamyl Peptide (FCC)
- Center: L-Menthyl FFC
- Bottom center: Isobutyl Phenyl Glycidyl Ester (Glyceryl Ester) (FCC)

A green mint leaf is also shown in the center of the diagram.

BASF's Mini Portfolio

BAF

Raw materials ingredient: East and Caribbean particular

Our new portfolio captures the essence of rich, delicious, exceptional qualities to the highest of your ingredients. East and Caribbean formulated with an extensive series of fragrances in one case, harness freshness in confectionery and an energetic cooling sensation in perfume.



3-Mercaptohexyl acetate

Aunt Organics

<http://auntorganics.com>

Natural 3-Mercaptohexyl acetate (FEMA #9851, CAS #13054-20-0) delivers a burst of bright fruit character with strands of green fruit, citrus fruit and floral notes. It is a natural flavor that can be used in any recipe that has the ability to rise and add freshness and fruitiness to it. At low levels, it enhances natural fruit notes and adds a citrusy, floral, and fruity character. At higher levels, it gives a citrusy, aldehydic overtones with the broadest cocktail range.

At higher levels, it gives a citrusy, aldehydic overtones with the broadest cocktail range and roast beef, making it useful in savory and flavored flavor applications.



OS-39000 (+/-)-Ethyl-2-hydroxy-3-methyl valerate

Perfume Free Ingredients

<http://www.perfumefreeingredients.com/>

This material has a sweet, fruity note with floral notes, and a fruity touch with notes of orange and strawberry. It is useful in perfume and fragrance applications. Our material is known as "Fruit Free" and "Fruit Oriented".

8 *Perfume & Flavor* | September 2020

www.PerfumeFlavor.com

MATERIAL SPECIFICATIONS AND DEADLINES

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, at 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.