

# MAGAZINE PRODUCT ROUNDUP

Mitchell Fox  
Business Development Manager  
mfox@allured.com  
630-344-6052  
[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)

perfumer  
& flavorist<sup>®</sup>  
The Resource for Sensory & Wellness Innovation

## 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.

### 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.

Perfumer & Flavorist<sup>®</sup> Monthly Roundup

Flavor Bites: Isoamyl Acetate in Tropical Fruit, Berry, Alcoholic and Other Flavors



Learn about the diverse range of flavor applications for isoamyl acetate.  
[Read More >](#)



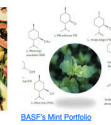
[Baguette Bite](#)



[05-39500 \(+\)-6-methyl-2-hydroxy-3-methyl valerate](#)



[3-Mercaptohexyl acetate](#)



[BASF's Mint Portfolio](#)



[Red Mandarin Essential Oil](#)



[White Plum PURE JUNGLE ESSENCE](#)



[Minty, Thucydynamite](#)

PRODUCT ROUNDUP (Raw Materials, Equipment & Services)

**Ingredients**

**Baguette Bite**  
Avent Organics  
<http://www.aventorganics.com/>  
Baguette Bite is a 100% natural reaction flavor that delivers a sweet and fresh, crusty bread note. This unique reaction flavor has the ability to take you back, reliving the sensory experience of fresh breads and pastries as they bake. Baguette Bite can be used in breads, pastries, cakes, cookies, and other baked goods. This product would work well for enhancing breads, pastries, cookies, and other baked goods. Avent Organics provides this material as an Natural, Natural and/or Synthetic.

**3-Mercaptohexyl acetate**  
Avent Organics  
<http://www.aventorganics.com/>  
Natural 3-Mercaptohexyl acetate (PETA #3851, CAS #130654-20-8) delivers a hint of tropical fruit character with sweet notes of guava, passion fruit and guava. Naturally present in citrus and apple fruits, this natural sulfur compound adds richness and complexity to fruit profiles. At low levels, it enhances mouthfeel and lends juicy notes to mango, kiwi, banana and tropical blends. At higher levels, it gives delicious richness and the apple-based natural notes and mouthfeel, making it useful in savory and sweet flavor applications.

**BASF's Mint Portfolio**  
BASF  
<https://www.basf.com/global/en/our-portfolio/mint>  
Our mint portfolio captures the essence of mint, delivering exceptional versatility. Thanks to the high purity of our ingredients, these pure ingredients with an enhanced range of options in oral care, vitamin freshness in confectionery, and an increasingly exciting selection in personal care.

**05-39500 (+)-6-methyl-2-hydroxy-3-methyl valerate**  
Perfume Fine Ingredients  
<http://www.perfumefineingredients.com/>  
This material has a sweet, fruity odor with food notes, and is fully taste with notes of pineapple and strawberry. It is used in flavor and fragrance applications. Our material is Natural and/or Synthetic.