

# Trend Trek: New York

WFFC sponsors a multisensory tour highlighting novel fragrances, flavors and textures

**A**my Marks-McGee (Trendincite) recently led members of Women in Flavor and Fragrance Commerce on a tour through New York's West Village neighborhood, providing insights into the latest culinary, fragrance and design trends.

## Herbs and Spices

While the boom in ethnic foods and high-profile culinary television shows has fueled a desire for increasingly sophisticated uses of herbs and spices in flavor profiles, herbs and novel botanicals have increasingly found use in applications such as oral care. For instance, Hangzhou Lejin Cosmetics has launched a *Healthy Breathing Toothpaste* that contains phytoncide extracted from pine needles. In Russia, Kalina has introduced a mouth rinse prominently touting its sage extract.

The Aphrodisia Herb Shoppe [1] provided an opportunity to smell a range of culinary and apothecary herbs and spices. The store's walls were cluttered with endless ingredients including the reportedly mild and delicate cloud ear mushrooms, powdered wasabi, north cove cranberries, powdered morita chiles (a smoked and dried red jalapeno), California cilantro leaves and casabel pods [2]. The store also featured a number of candies, including chocolate blood orange cordials [3].

## Unique Tea and Coffee Varieties

The growth in tea consumption is directly linked with health perceptions, making it a major factor in the beverage segment. As Packaged Facts notes in its "Tea and RTD Tea in the US" report, "Tea fits into the well-established movement among aging baby boomers to seek out foods and beverages that promise wellness and antiaging effects. These aging boomers are not the major market for RTD iced tea beverages like Snapple, which targets college students and recent grads, nor are they the prime buyers of established tea bag and instant tea brands such as Lipton, which skew toward seniors. Boomers are the drivers of specialty teas, in every way, shape and form."

McNulty's Tea & Coffee Co. [4] presented an array of teas, many of which have yet to become household names

See all of our photos from the WFFC trend excursion at [perfumerflavorist.com/photos](http://perfumerflavorist.com/photos).



like white and green varieties. The store's glass canisters [5] overflowed with Kenya FOP (black tea), elderberry tea, Shui Hsien ("Water Nymph") oolong, spring rosettes green tea, Lung Ching ("Dragon Well") green tea, Genmai-Cha (Japanese tea with toasted rice) and white flowery pekoe white tea.

## Floral Architecture

Just as contemporary perfumers continuously reinvent old standbys such as patchouli and rose, edgy florist Ovando provides an updated sense of architecture to floral arrangements. Founder Sandra de Ovando discussed [6] her creative philosophy: simple, not simplistic. Favoring shape, color and texture over smells,° de Ovando has reinterpreted floral arrangements with acrobatic flourishes, stark textural contrasts and surprising framing. During the visit, Ovando mentioned that she has pursued the creation of a fragrance, which is expected to launch sometime this year.

## Emerging Flavor Profiles

Finally, a small-dish lunch at P\*ONG [8] melded the diverse flavor possibilities of McNulty's and Aphrodisia with the halting aesthetics of Ovando. Just as flavorists work to build formulas using the minimum necessary ingredients, chef Pichet Ong "prefers to cook naturally and with a minimum of fuss, showcasing the simple but sophisticated marriage of a few key ingredients." Ong's food works to meld sweet and savory elements gained from a childhood in Southeast Asia and his travels in the Far East and Europe.

°During her talk, de Ovando illustrated the great olfactive differences between garden-grown roses (fragrant, diffusive) and typical store-bought varieties (virtually odorless due to cross-breeding) [7].

On the day of the trend excursion, the wide-ranging menu offered a number of compelling juxtapositions of taste, texture, temperature and aroma that took into account the specific characteristics of each element. A pinot noir-braised duck and dark chocolate pie incorporated kabocha squash (a winter variety also known as “Japanese pumpkin”), cherry and shitake mushroom. An organic purple asparagus and jicama salad [9] featured cherry tomatoes, lemon and a “tarragon qewpie.” Romaine hearts were served with an “avocado-green goddess” and white anchovy crouton [10], while the pecky toe crab salad included tarragon, mint, lemon crème fraiche and green apple mousse [11]. Meanwhile, Ong’s dessert background was evident in the unusual presentations of caramelized jasmine rice pudding with coconut, passion fruit, kiwi and champagne mango, and a presentation of gianduja truffle with Moscato d’Asti, hazelnut hard candy and ricotta ice cream.

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