

Photo Essay: 2012 WFFC Trend Walk

A trip to New York's Chinatown unveils unique ingredients and products



Back row, from left: Dyann Coratti (Intarome), Maria Carluzzo (Takasago), Dalia Lerman (iTi Tropicals), Jeanine Pedersen (Takasago), Amy Marks-McGee (TrendIncite), Diane Loughran (FFS), Janet Barbarite (Bell Flavors & Fragrances), Cheryl Sarno (Collibri Scentique), Billy Becker (Advanced Biotech), Diana Robinson (Advanced Biotech), Cynthia Betterson, John Sarno (Collibri Scentique), Lissette Mazariegos (Belmay) and Bill Jin (Pearlchem); front row, from left: Christina Neuner (Limited Brands), Courtney Jakubecy (LA Champon), Kimberly Champon (LA Champon), Alpa Roman (Flavor & Fragrance Specialties), Monika Polichnowska (Flavor & Fragrance Specialties), Alina Haranczyk (Initech), Barbara Haranczyk (Initech), Aneta Wachlaczenco (Aromatics International) and Italina Schifino (IFF)

Seeking new ingredient and product insights from the East, the Women in Flavor and Fragrance Commerce hosted a trend walk in Manhattan's Chinatown.

Lunch took place at the Oriental Garden, which offered dim sum fare. Dishes included chicken and corn soup, steamed pork buns, salt and pepper prawns, and diced Chinese broccoli and cabbage fried rice.

A visit to the Sun Vin Grocery offered a huge selection of sweet and savory foods, decadent treats and unusual beverages including:

- Blood pressure tea
- Buckwheat green tea
- Anti-cholesterol tea
- Dried lily flower
- Jackfruit in syrup
- Longans in syrup
- Rambutan in syrup

The People's Choice Pharmacy featured traditional Chinese products with unique ingredients including cosmetics, personal care items and beauty beverages. Among the unique findings:

- Black Head Off Stick
- Butterfly Whitening Hand Product
- Carmex Lime Twist
- Post-surgery broth beverage
- Hadanomy Collagen Milk
- Hello Kitty Collagen Wash



People's Choice Pharmacy featured unique and traditional Chinese products



Christina Neuner (Limited Brands) with a unique find



Unique flavor profiles featured at the Chinatown Ice Cream Factory



Goods on view at Aji Ichiban, a Hong Kong-based chain known as a “munchies paradise”



Jeanine Pedersen (Takasago), Dyann Coratti (Intarome) and Amy Marks-McGee (TrendIncite)

- My Shaldan Air Freshener—Squash Variant
- Olive & Squid Inky Multi Shampoo
- Q10 collagen and royal jelly featured in many products
- Shiseido Tsubaki Line with tsubaki oil (Japanese for camellia flower)

- Sour green dried mango
- Taro candy
- Thai durian milk candy
- Wasabi-coated cashews
- Watermelon seeds

Aji Ichiban, a Hong Kong-based chain known as a “munchies paradise,” offered a large selection of sweet and salty snacks with interesting textures and flavors.

Among products sighted were:

- Brown sugar candy
- Cod fish snack
- Dry yam
- Fried cuttlefish snack
- Green tea latte candy
- Hawthorn berry wafer
- Honey loquat
- Licorice kumquat
- Mango marshmallow
- Pickled rose preserved dried candy
- Plum ginger
- Preserved olive
- Red bean candy
- Shredded black sesame

The Chinatown Ice Cream Factory, a local and popular mainstay, featured exotic flavors and toppings, including:

- Almond cookie
- Avocado
- Black sesame
- Blueberry cheesecake
- Chocolate pandan
- Don tot (egg custard)
- Durian
- Longan
- Lychee
- Mochi topping
- Pandan
- Peanut butter and jelly
- Red bean
- Taro
- Wasabi
- Zen butter (toasted sesame and peanut butter)