

## **FLAVORS - EDITORIAL TEXT FROM VANNS SPICES**

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### **VANNS INTRODUCES NEW LINEUP OF ALL-NATURAL FLAVORS & EXTRACTS**

#### **An Encyclopedic Range of Spices, Spice Blends and Flavors Gets Even Larger**

Culinary trends indicate that consumers are looking for new and distinctive flavor experiences. Satisfying this culinary objective is exactly what happens at Vanns Spices - most recently with the launch of their all-natural and OU certified line of flavors and extracts.

"Flavors and extracts are nothing new to the culinary world," says Mick Whitlock, President of Vanns Spices. "That being said, we recognized a need for better performing and a wider selection of products than typically available." Whitlock continues, "We also wanted to better support and cater to our loyal customers who have come to rely on Vanns for the most flavorful and best performing spices and spice blends."

Vanns now provides a distinctive and delicious lineup of all-natural flavors and extracts that deliver significant flavor impact. This new line includes baking standards such as Vanilla Extract, Peppermint Extract and Lemon Extract as well as a number of more unique items including Cinnamon Extract, Cherry Flavor and Black Walnut Flavor. With so many choices, there's something for every culinary need.

Founded in Baltimore, Maryland in 1981, Vanns enjoys a reputation as the go-to resource for the absolute best in spices, spice blends, all-natural flavors & extracts and product innovation.

"Our reputation for quality, variety and reliability is something we've worked hard to achieve," says Whitlock. "We are constantly researching, innovating and working closely with our clients and suppliers to ensure the best possible outcomes."

Starting with the finest raw ingredients, Vanns maintains an encyclopedic range of aromatic, flavorful and functional products to suit every culinary need. For more information regarding Vanns' all-natural flavors and extracts, or any of their spices and spice blends, please visit Vanns online at [www.vannsspices.com](http://www.vannsspices.com) or call 800 583 1693.

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