

**Subject line:** Ice Cream Flavor Inspo starts here!

**Preview text:** Where to find big ideas



# LET'S GET THE SCOOP ON INDULGENCE

Looking for inspiration for your next breakthrough ice cream flavor? Start simple. The classic **Scoop Shop** can serve up an assortment of ideas. From trend-setting ice cream flavors, regional specialties and LTOs to small-batch experimental flavors—Scoop Shops kindle the imagination for the indulgence consumers want. Sensient can help you bring your inspired vision to life.

[EXPLORE SENSIENT'S CAPABILITIES](#)



## Interested in sampling the trends?

**We're your source!**

Contact your sales representative now.

## Let's be taste buds!

<sup>1</sup> Sensient Primary Research

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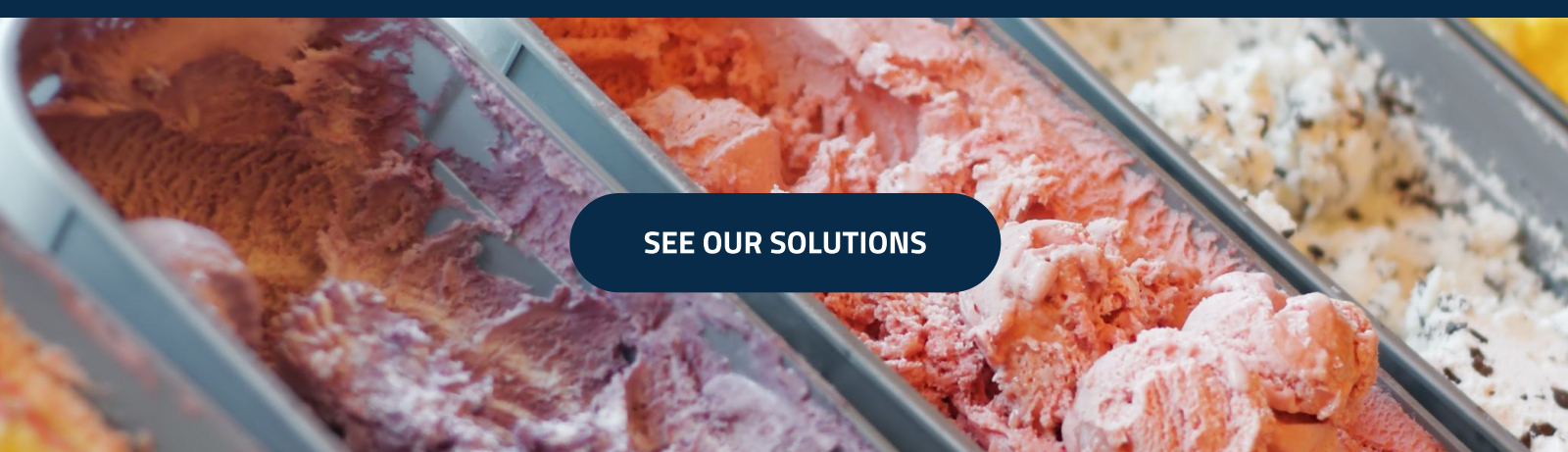
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**Subject line:** Consult our Scoop Shop Checklist  
**Preview text:** We'll help you with indulgent flavors



## WE'RE HERE TO GUIDE YOUR INSPIRATION

As your partner for all things indulgent, we'll guide you in finding inspiration for your next big ice cream flavor or concept. Use our **Scoop Shop Checklist** for help on what to look for while browsing your local scoop shop. At Sensient, we offer an expansive portfolio, a team of sweets-experts and the facilities and tools needed to take your concept through prototype to retail launch, with speed and efficiency. The possibilities are endless!



[SEE OUR SOLUTIONS](#)

## Scoop Shop Checklist



### DISCOVER REGIONAL OFFERINGS

- Observe local food favorites
- Find inspiration in natural environments



### PUT A TWIST ON TRADITIONAL

- Keep an eye out for the transformation of nostalgic flavors
- Look for common flavors in cross categories



### UP THE INDULGENCE

- Seek out bakery-inspired elements
- Taste and notice variety in textures



### ELEVATE UNIQUENESS

- Discover florals, botanicals or other unexpected flavors
- Look for global inspiration



**Ready to create the next trending pint?**

Contact your sales representative now.

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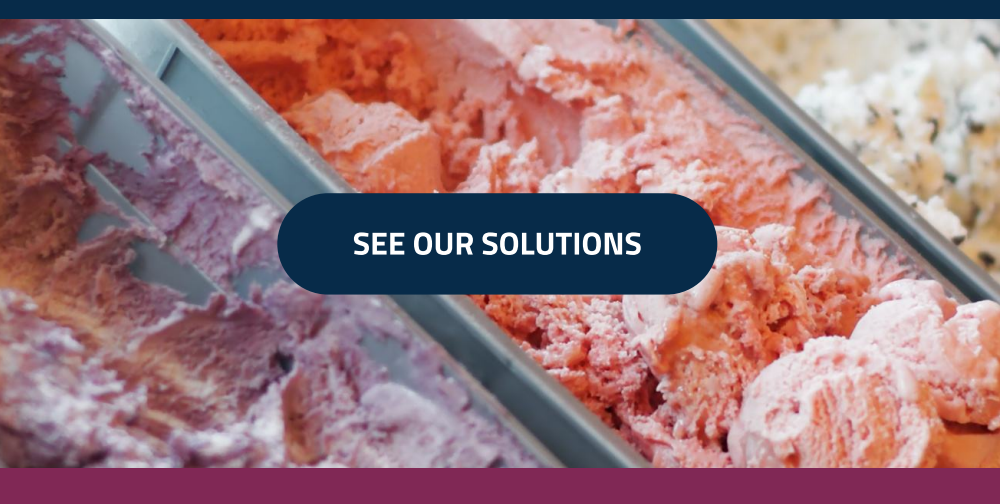
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Let's be taste buds!

**Subject line:** Create ALL-NEW NOVELTY DESSERTS

**Preview text:** We're your source for flavor development



# LET'S STEP OUTSIDE THE PINT WITH NOVELTY DESSERTS

Novelties continue to control over 50% of category sales<sup>1</sup> and outperform all other frozen treat launches. Perfect for solo and personal consumption occasions like an afterwork snack, pick-me-up or post-exercise cool down—these smaller size treats provide convenience, snackability and kid-friendly options. So, make sure you're taking advantage of this profitable opportunity. Sensient can help.

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## Sensient can help you develop on-trend, indulgent creations.

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