



Essential Oils | Fragrances | Flavors

# 2019 **COLOR** OF THE YEAR

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## FLAVOR TRENDS

Living Coral is Pantone's 2019 Color of the Year (COY), embracing our preference for "lighthearted," "effervescent", and "warmth and nourishment".

With the release of the latest COY, many in the food industry are looking for potential food applications. After all, "90% of shoppers decide whether or not to buy a product solely based on color and perceived taste," says Food Dive.

Taste Living Coral with one of our exclusive flavors, formulated for applications such as lip balms, beverages (alcoholic and non-alcoholic), vapes and tinctures, gummies and hard candies.





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### MIMOSA

Bubbly, fruity, and sweet, our Mimosa flavor highlights the effervescence of the Color of the Year. We'll toast to that!



### HONEYSUCKLE

Lightly floral and all sweet, Honeysuckle screams summer and warmth, with soul-nourishing properties. This flavor matches another 2019 trend—floral notes in foods and beverages, which has grown 500% in the last year. *(Source: Mintel GNPD)*



### MANGO PEACH

Scrumptious and fuzzy, our Mango Peach flavor is light yet deep, with a tropical and effervescent feel that recalls the last time your drink held a little umbrella.



### PEACH COBBLER

Warmth and nourishment, like a fresh baked dessert during family gatherings, our Peach Cobbler makes mouths water.



### CANTALOUPE

Light and refreshing, like a rush of cool water on a hot day, our Cantaloupe flavor's ripe and mellow melon flavor symbolizes the buoyancy of Living Coral.

Request a sample at [lebermuth.com/samples](https://lebermuth.com/samples)

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