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LorAnn Oils Debuts Exciting New Look for Bilingual Bakery Emulsions, Plus Introduces Three New Flavors: Caramel, Pineapple, and Pistachio

LANSING, Mich.—While many companies are just beginning to recover from the global pandemic, LorAnn is rolling out fresh flavors, labels, and new product offerings in both flavors and specialty ingredients. With at-home baking on the rise and no indicator of stopping, LorAnn predicts the trend will continue post-pandemic, especially heading into the holiday baking season. This month, LorAnn revealed a brand new look for their premium Bakery Emulsions, including three new, delicious flavors: Caramel, Pineapple, and Pistachio. LorAnn’s water-based emulsions are popular among major retailers, small businesses, and retail customers for their robust flavor that does not bake out like traditional alcohol-based extracts when exposed to heat. All 26 flavors are gluten-free, nut-free, and low-carb.

The new labels feature a brighter, bolder color palette and also include visual representations of each unique flavor; making it so customers can see, taste, and smell the flavors just by viewing the products on shelves as they stroll down grocery aisles.

“We decided to revamp our bakery emulsions to bring a fresh, modern, and exciting spin to one of our most popular product lines, while also increasing our versatility in the marketplace,” says International Sales Manager, Ryan Roberts.

One of the most noticeable changes is all flavors now come in bilingual packaging; featuring both English and French, to assist LorAnn’s growing number of Canadian customers. Recently, the Canadian Food Inspection Agency announced changes to labeling requirements for manufactured and imported prepackaged foods. Bilingual copy, standardized nutrition facts, and making ingredient lists easily identifiable were just a few changes made to the SFCA. These regulatory changes were very important in LorAnn’s eyes to fulfill in order to provide their Canadian customers with the tools they need for continued success.

“Our international sales have grown exponentially over the years, with our largest export market being Canada,” says Roberts. “The new bilingual labels allow us to continue providing a premium product to our loyal Canadian customer base while ensuring we remain compliant with the Safe Food for Canadians Act (SFCA).”

When it came to adding new flavors to the growing line, the sales and marketing team discussed flavor trends as well as wish list flavors coming straight from customers.

“Warm, comforting, and sweet were major themes we kept coming back to when thinking about new flavors to add to our line-up,” says Mandy Denomme, Marketing Communications Manager. “Comfort

has taken on a whole new meaning today, especially post-pandemic; and we feel consumers will continue seeking out rich, uplifting flavors that can bring instant gratification and rekindle warm memories.”

Going off the themes the team wanted to capture, Caramel was an easy choice for LorAnn because its smooth, velvety, and creamy flavor is comfort in its own right. Denomme predicts that Pistachio’s nutty flavor with a subtle hint of mint will be a crowd-pleaser in cakes, cookies, scones, and other baked goods for the holidays and upcoming festivities thanks to its cozy, luxurious flavor and aroma. The team also believes customers will find Pineapple’s lusciously vibrant profile quite imaginative, bringing you somewhere tropical, relaxing underneath the palm trees. “It’s definitely a flavor needed after a year where travel was put on hold,” says Denomme. As the growing interest in baking continues, LorAnn feels Caramel, Pistachio, and Pineapple are the perfect fit for the nostalgic themes they want to embrace.

LorAnn offers the same professional flavors and specialty ingredients to both businesses and the home consumer. To them, it’s their passion, and they look forward to turning the typical into something special.

About LorAnn Oils

Family-owned and operated since 1962, Lorann Oils has a history of supplying home crafters, professionals, retailers, and manufacturers with top-quality flavorings, essential oils, and specialty ingredients for baking, candy making, aromatherapy, and more. Typical businesses that use LorAnn’s flavoring products as an ingredient are artisan candy makers, small bakeries, popcorn shops, ice cream and frozen yogurt shops, and cotton candy purveyors. LorAnn’s flavorings are certified Kosher by Star-K and LorAnn is certified as a Safe Quality Food (SQF) Manufacturer. SQF certification assures that products and processes adhere to regulatory, international, and scientifically proven standards for safety. Visit LorAnn’s website at <http://www.LorAnnOils.com>.

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