

Water-Soluble Flavor

USER GUIDE

Use the rate for your batch size, mix fully, then taste before adding more. Water-soluble flavors go into anything wet.

	Application	Standard Batch Size	Typical Use Rate	Flavor Weight	Teaspoons / Volume
	Coffee / Hot Beverage	8 fl oz (224 g)	0.50%	1.12 g	1/4 tsp (~22 drops)
	Protein Shake / Smoothie	12 fl oz (350 g)	0.40%	1.40 g	1/4 tsp (~28 drops)
	Yogurt / Ice Cream Base	16 oz (454 g)	0.35%	1.59 g	1/3 tsp (~32 drops)
	Cake Batter / Bakery	1 lb (454 g)	0.75%	3.41 g	2/3 tsp (~68 drops)
	Frosting / Icing	8 oz (227 g)	0.45%	1.02 g	1/4 tsp (~20 drops)
	Gummies / Hard Candy	1 lb (454 g)	1.00%	4.54 g	1 tsp (~91 drops)
	Sparkling Water / Soda	12 fl oz (355 g)	0.18%	0.64 g	13 drops (~1/8 tsp)
	Simple Syrup / Beverage Base	16 fl oz (473 g)	0.50%	2.37 g	1/2 tsp (~47 drops)
	Plant-Based Milk / Creamer	8 fl oz (240 g)	0.30%	0.72 g	14 drops (~1/7 tsp)
	Protein Bar / Energy Bites	1 lb (454 g)	0.80%	3.63 g	3/4 tsp (~73 drops)



Mixes into anything wet

Drinks, batter, frosting, yogurt, syrups and gummies. Stir a full minute before judging the strength.

Oil-Soluble Flavor

USER GUIDE

For fat-based batches — chocolate, butters, balms and oils. Warm the base first, then stir the flavor in off the heat.

	Application	Standard Batch Size	Typical Use Rate	Flavor Weight	Teaspoons / Volume
	Chocolate / Compound Coating	1 lb (454 g)	0.30%	1.36 g	1/4 tsp (~27 drops)
	Lip Balm / Lip Care Base	3.5 oz (100 g)	1.00%	1.00 g	20 drops
	Flavored Butter / Oils	1 lb (454 g)	0.25%	1.14 g	1/4 tsp (~23 drops)
	Nut Butter / Spreads	16 oz (454 g)	0.40%	1.82 g	1/3 tsp (~36 drops)
	Oil Tincture / Drops Base	1 fl oz (30 ml)	1.50%	0.45 g	9 drops
	High-Fat Baked Goods	1 lb (454 g)	0.80%	3.63 g	3/4 tsp (~73 drops)
	Infused Oil / Botanical Base	8 fl oz (240 ml)	1.00%	2.40 g	1/2 tsp (~48 drops)

Do

- Warm the base, add flavor off the heat
- Stir a full minute before judging
- Store capped, cool and out of sunlight

Avoid

- Oil-soluble in water-based drinks
- Boiling the flavor, top notes burn off
- Doubling the rate to fix a weak first taste



Built for fat-based batches

Chocolate, butters, nut butters, balms and infused oils. Never use it in a water-based drink, it will separate.

Buying by the bottle? Buy by the drum.

B2B CAPABILITIES

Plenty of the people ordering 2 oz bottles are running a bakery, a candy line, a coffee bar or a supplement brand. Same bench, same certifications — different volume.



Powder Flavors

Spray-dried and blended powders for dry mixes, protein, drink sticks and bakery pre-mix. Water-dispersible, low dust, shelf-stable.



Coatings & Dusts

Sour dusts, sanding coats and compound-coating flavors that hold up through panning, tumbling and enrobing lines.



Custom Flavors

Bench work from your brief in water-soluble, oil-soluble or powder form. Natural or artificial, costed to your target price.



Flavor Matching

Send the product you want to hit. We reverse-match the profile and send back samples you can put straight into a trial run.



Natural Food Coloring

Fruit, vegetable and botanical color concentrates in liquid or powder — heat-stable and pH-matched to your base, so the shade you approve is the shade that ships.



Private Label

Your brand on the bottle — formulated, filled, labeled and shipped from our facility. Coffee shop chains, ice cream and dessert chains, bakeries, candy makers and supplement brands.

AUDIT-READY SUPPLY



Send us the flavor you want to hit.

Tell us the format, the target profile and your cost per unit. You get costed samples back, not a catalog.

1**Tell us the format**

Liquid water-soluble, oil-soluble, powder, coating or color

2**Send a target**

A competitor sample, a spec sheet or just a description

3**Name your cost**

We formulate to the price per unit you need to hit

4**Lock it and reorder**

One held formula, set lead time, scale from 2 oz to drums

B2B & PRIVATE LABEL

✉ **Joshua@flavorfrenzy.com**

Wholesale pricing, custom formulation, flavor matching, natural color and private label programs.

CUSTOMER SUPPORT

📞 **213-575-9444**

Questions on dosing, a recipe or an order. Real person, Monday through Friday.

**Coffee bars****Ice cream chains****Bakeries****Candy makers****Supplement brands**