

## Member Profile

### Member Profile: Bell Flavors & Fragrances

**Year founded:** 1912

**Location:** Middletown, NY

**Number of employees:** 45

**Council member since:** 1995

**Principle product:** Customized flavors and fragrances and botanical extracts

**Website:** [www.bellff.com](http://www.bellff.com)

How often have you caught a whiff of scent, say for example freshly cut grass, and your mind wanders to a memory of an early summer day from your childhood? Studies have shown there is a strong connection between man's olfactory sensor (his nose) and specific parts of the brain. Certain scents can trigger memories and even specific behaviors, hence the entire study of aroma therapy.

At the Hudson Valley location of Bell Flavors & Fragrances there are a plethora of scents to send you down memory lane.

Bell started out in 1912 as the William M. Bell Company, in Chicago, Illinois. Mr. Bell started out as a confections flavor chemist, selling his creative flavors to local ice cream parlors and soda pop shops. By 1930 Mr. Bell's flavors were so popular that he expanded his operation. Bell was one of the first companies able to incorporate flavors into the new dairy product of the time "whey", giving the first caramels and marshmallows produced in the US their flavor.

In 1967, Edward Heinz bought the William M. Bell Company just prior to the death of Mr. Bell. It was shortly after this in 1976, that the company expanded to include fragrances as well through the acquisition of Maumee Flavors and Fragrances, a division of Sherwin Willams Company.

Throughout the 1980's the Bell Company flourished and grew. In 1981 it was renamed Bell Flavor & Fragrances. The company was expanding and relocated



to larger facilities in Illinois twice during this time. In 1983 Bell acquired Synfleur, Nestle's Flavor and Fragrance division, in Monticello, NY adding two more manufacturing plants to the company.

By 1994, Bell had already privatized the operations of Schimmel & Company in Leipzig, Germany, one of the largest, most modern production plants in Europe. This German facility houses the Schimmel Library, the oldest chemical library in the world. At this time, the Monticello, NY plant had outgrown its facilities so Bell purchased the 100,000 square foot former PFW-Hercules modern manufacturing plant in Middletown, NY. This facility also serves as a distribution center for the fragrance production plant in Germany.

The Middletown facility specializes in fragrances and botanical extracts for the health and beauty aid industry and for air fresheners and candles. According to Norman J. Appel, Vice President of Bell Flavors &

Fragrances, the botanical extracts are really "hot" in the beauty industry right now and Bell is one of the few companies that produce them.

Bell also is constantly working on new technology for fragrance delivery systems. The scent can be encapsulated and released at a certain temperature

or moisture or pH level. These are the latest technologies in an age old industry.

It has been a long deliciously fragrant trip since William Bell started producing his flavors back in 1912. There are currently Bell manufacturing facilities across the globe, not only in the US and Germany, but in Canada, Mexico and most recently in China as well. Throughout the years, the creativity and dedication of the Heinz family has helped to bring Bell Flavors & Fragrances the sweet smell and taste of success.

