Creating a flavored, slightly sweet tea bag on target with today’s trends

Tea with a whole new bag of tricks: Today’s consumers want their traditional favorite beverage to have flavor, sweetness, and a clean label—so we made it happen.

Results: We created a flavored, sweetened tea bag for a product that is perceived as a healthier beverage option, yet offers enhanced flavor and slight sweetness to give the traditional favorite an updated twist. We delivered our customer’s functionality of flavor, sweetness and tea bag convenience for their test-marketed product, and laid the groundwork for future collaboration.

Solution: Working with our new customer, Prinova’s R&D team was able to meet the challenge and realize their new concept for a loose tea + flavor + sweetener packaged together into one easy, clean label tea bag. The result: a raspberry or peach mango flavored, stevia sweetened tea bag, on target for both trends and functionality.

Process: Our R&D department met the challenge head on, and put their expertise in flavor and sweetener systems to work. As they worked to develop the combinations of flavor and sweetener and overcome the issues normally found with sugar substitutes, their understanding of the effects of these interactions on taste was crucial. They worked diligently to tweak the flavors and natural sweetener in prototypes, as they tested for sensory acceptance to arrive at the sweet spot for flavor/sweetener combinations. In addition to the challenges of taste, it was imperative to develop the proper particle size, critical to prevent sifting through the bag mesh.

Challenge: A customer who was new to Prinova wanted to work on a new challenge together: putting loose tea + flavor + natural sweetener inside a tea bag for a tea with flavor, sweetness, convenience, and a clean label. It may sound pretty straight-forward, but there were distinct challenges. Perhaps the biggest challenge is the closely linked relationship between the sensory characteristics of overall taste and sweetness—the slightest of changes in one affect the other, and needs to be taken into account. The ‘smallest’ challenge? The actual particle size, to make sure all of the flavor, goodness, and sweetness of the tea stay in the bag, where they belong!