



Savoring the Full-Flavored Puff

No longer the secret, indiscernable ingredient in the supposedly “unflavored” tobacco product, flavors have added a whole new dimension to the smoking experience through a new generation of complex blends. >BY **EDUARDO BEREA**

When I first started thinking about the prospect of writing an industry article on flavored tobacco products, I didn’t want to bore readers with technicalities and details. Instead, I realized that the best approach was sharing my passion and joy for what I call a “full flavored puff.”

Think about a cigar, a pipe, a cigarette, or *narguille* (otherwise known as a Shisha or water pipe). What’s the aroma like? Is it complex? What does it remind you of? What are you experiencing?

When you light it, can you smell the smoke? Can you actually taste it? Is it satisfying? I would even ask you, does the smoke “take you some place else?” These sensations are everything for smokers.

A few years ago, flavored tobacco products were just a variation—a derivative version of their parents, the unflavored cigar, regular cigarette, and tradi-

tional *narguille* smoke. Today, it is certain that flavored products are a category all to themselves, with their own standards and a well-defined consumer profile.

Because smell and taste are some of the strongest forms of sensory memory, each flavor has unique effects on each



person. Consider vanilla. A vanilla-flavored cigar might remind you of your Grandmother’s cake that you would eat when you visited her every weekend as a child. A Shisha smoke might remind someone else of the ice cream she shared with her boyfriend enjoying a sunset by the Mediterranean Sea. The magic lies in delivering a pleasant, flavorful, and exiting sensation to each smoker, allowing for a new experience based on memories, as well as those experiences that have yet to be formed.

When creating a flavor for a desired tobacco blend, manufacturers have to ensure not only that the flavor complies with the tobacco regulations for any given country, but also consider where each particular product will be marketed. We must be sure that the flavor will perform well each time, and most of all, that the flavor is legitimately interesting and appealing to consumers.

If the consumer wishes to indulge his smoking pleasure and venture into the world of flavored tobacco, he will choose a product accordingly. The options are vast; if you can think it, it exists. One can choose from a defined flavor such as vanilla, cherry, and chocolate, or choose from more complex cocktail-type flavors like amaretto, brandy, whiskey, rum, and piña-colada. Then there are the complex blended flavors, for instance those that are billed as “fruity vanilla” or “blended nuts” or “tropical mixed fruits.”

The following group, I must confess, is my undeniable favorite: the fantasy or conceptual flavors. They include Ushuaia, Bachata, Adagio, Sunrise, Thin Ice, Fiesta, Piano Man, Eiffel, Marriage, and Blended Wine.

Tobacco has been enjoyed and appreciated by consumers for generations. Now we can with flavors tobacco products that deliver great taste, a unique experience and an unforgettable sensation: A full flavored puff! **S**

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