



Lorna Lopez

Designing flavours

Dubai-based FLAVORIQ has become one of the most important suppliers to the e-flavours and e-liquids industry since its inception in 2014. Vice President of Sales Emilie Nault and Sales Manager Lorna Lopez give TJI an update about the ever-changing and fascinating flavour industry.

Could you give us a brief history of FLAVORIQ?

Emilie Nault: Upon joining the family business, Hertz Flavors, Philipp Hertz witnessed the beginning of what the vaping industry is today and decided to create a new entity and team that solely focused on this unique and dynamic industry. Seeing the potential of vape, then in its inception at the time, he decided to create FLAVORIQ to offer specialized flavour systems and technical support for next generation nicotine delivery solutions. Contrary to its mother company Hertz Flavors, which caters to all tobacco flavours applications, FLAVORIQ focuses solely on the development of flavours for the vape industry, making it highly specialized.

Can you please tell us a little about your brands and products?

EN: Being a B2B supplier who does not compete with its customers, FLAVORIQ does not have a brand on the consumer market. All products are sold in industrial quantities under the FLAVORIQ banner. The company offers two main products to the vape industry: flavour concentrates and finished e-liquids (freebase nicotine, nicotine salts, CBD options). Over the years, FLAVORIQ has developed thousands of flavour recipes for its internal

portfolio, all of which are also available in fully customizable e-liquid versions. We offer many base mix options with different VG content and nicotine type (freebase / nicotine salt), or even CBD for customers located in areas where this is legally allowed. All flavours are engineered in-house by our experienced flavourists and follow necessary regulatory frameworks to make sure they are suitable for vape. The regulations are ongoingly verified to ensure our products remain compliant.

Where are your products sold?

Lorna Lopez: Our products are sold worldwide where regulations allow. With our development and manufacturing based in Germany and our headquarters in the United Arab Emirates, we are present internationally and close to some of the largest markets. We believe this is the ideal balance between the East and the West for optimal international exposure.

Our largest markets remain the US and Europe, but the Middle East is an emerging market where we are conducting an increasing amount of business.

Why do you believe the company has grown so quickly?

EN: I believe the success of our company stems from the quality of the products and

services we are providing.

All products, from the raw material purchasing to the development and production phase, go through stringent quality and regulatory processes to make sure they are on a par with our internal standards (even more rigorous than the imposed industry ones). This ensures the delivery of quality products to our customers every time.

We also offer many vape-orientated services such as flavour optimization on customer devices, product quality and safety assessment, full compliance, and regulatory support with assessment of regulations by country/region, and more. We provide all these services to our customers on top of the development and production of flavours.

In addition to this, not many flavour suppliers to the vape industry are specialists in flavour development for nicotine and related products, which sets us apart from our competitors.

What are the biggest advantages of your partnership with Hertz Flavors?

EN: The partnership between FLAVORIQ and Hertz Flavors is a typical win-win situation. FLAVORIQ benefits from the Hertz Flavors' experience in flavour creation for inhalation resulting in optimized flavour designs and seamless product integration. It



Emilie Nault

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also benefits from its overall experience in the tobacco industry, which includes the translation of trends and gained product knowledge to other areas in the tobacco space. FLAVORIQ also makes use of Hertz’s dedicated compliance and regulatory department and state-of-the-art manufacturing facilities.

FLAVORIQ, in turn, provides Hertz Flavors with a fresh outlook on the new generation products in the tobacco sphere as well as providing marketing support to the group.

How do you find good flavourists?

EN: Flavour creation is a very technical type of art which requires very talented individuals. Experienced flavourists are hard to come by, even more so flavourists specializing in the development of tobacco flavours, so those searches are lengthy. We also hire junior flavourists who are trained on site and learn from our experts.

Can you tell me a bit about your manufacturing operations?

EN: As our products are manufactured through our strategic partner, Hertz Flavors, we benefit from their expertise and philosophy: superior quality based on efficient processes and high internal standards. This philosophy applies to all aspects of our business and translates into production

where we follow our own higher standards of quality.

In our facilities, we mostly process food or pharma grade materials from our portfolio of 2,000+ raw materials. We follow the General Principles of Food Hygiene and Recommended International Code of Practice for which we have been accredited with the HACCP certificate since 2008. Thanks to our continuous improvement, new certifications such as FSSC 22000 have been achieved in the past years. These higher standards are backed by our processes, production equipment and IT setup which guarantee full batch traceability, high precision, strong visibility, and optimal degree of automation.

We strive to set a new benchmark for the flavour industry and the building of a new state-of-the-art factory, for which construction began in 2021, is a big step in that direction.

Are you seeing any emerging markets for flavour products?

LL: Over the past few years, we have seen a rising demand for flavour products in the Middle East and Africa. This demand stems from the legalization and regulation of vape products in parts of the Middle East as well as a new interest on the African continent. With the recent talks about

opening the doors to production in the MEA region, we forecast continued growth in those markets.

Within this emerging market, we see both new local companies opening, and larger more established brands looking to enter this booming potential market.

Which are your biggest markets at the moment?

LL: From a revenue-based perspective, our main markets in 2022 are still the US and the United Kingdom. These are closely followed by Germany and the United Arab Emirates.

What trends has FLAVORIQ seen on the market lately?

EN: The current largest market trend is disposables. Although very similar to the cigalikes of the mid 2010s, disposables bring a whole new dimension to the market with their funky flavours. Initially popular for loopholing regulations and not believed to be a permanent fixture in the industry, it is now clear this was wrong as the trend has been going strong for almost two years.

Despite this market having great potential for the flavour industry, it is also a challenging one. The liquids currently used on the market come from non-reputable flavour manufacturers and are not optimized for ▶

safe consumption. FLAVORIQ has developed a new disposable product line to counter this – it offers the same sweet and cool flavours the market loves, whilst being engineered in the best way possible for vape consumption.

What about increasing regulations and flavour bans – is that a challenge for you? How are you dealing with this?

EN: As a company working in the tobacco industry for over 70 years, we are used to dealing with tobacco regulations; the most stringent ones within the flavour industry. These flavour bans, although not an ideal scenario for our business, need to be addressed properly so we can keep offering options to the market in the best way possible. This is obviously a big challenge, but the key work is adapting. We adapt to the changes, we innovate to best serve our customers, and we come up with product lines aligned with the flavour bans thus allowing our customers to continue to put a product to market.

We also ensure we assist our clients on the compliance side of things by offering advice

“We are flexible and can customize our products based on customer needs.”

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and information on how best to navigate these challenging times. A value-added service much appreciated by many.

How has 2021 been for FLAVORIQ?

EN: The ‘post-covid’ recovery period has been great for FLAVORIQ. We have seen a renewed interest from companies to innovate and place new products on the market after being unable to do so for months. This resulted in the acquisition of many new customers and the development of over 500 products.

Is COVID-19 still affecting your business?

EN: At this point in time, the effects of COVID are not affecting the business so

much anymore. Appropriate measures are followed in the office to reduce the likelihood of virus spread, but outside of this the business has started running as normal.

What does the future hold for FLAVORIQ?

EN: At FLAVORIQ, we love innovating, creating, adapting. Essentially, we are always working on new ideas to impress our customers and keep ahead of trends. We will keep doing what we love: designing flavours.

Is there anything else you would like to share with our readers?

LL: FLAVORIQ is a young, innovative, and dedicated brand specialized in the development of products for the vape industry. This dedication is what allows us to offer our clients a wide range of vape-orientated services and high-level industry knowledge in addition to products of the highest quality. We are flexible and can customize our products based on customer needs. Visit our website www.flavoriq.com to enter our world of flavours and discover our catalogue.

Interview: Marie Mayer



FLAVORIQ is a specialist in flavour development for nicotine and related products