

An artistic illustration featuring two cupcakes. The cupcake on the left is topped with a swirl of white and yellow frosting and a single strawberry. The cupcake on the right is topped with a swirl of white and yellow frosting and a raspberry. Both cupcakes are surrounded by dynamic splashes of red liquid, likely strawberry or raspberry juice. Several whole raspberries and blueberries are scattered around the base of the cupcakes, some appearing to be part of the splash. The background is a light cream color with fine red speckles.

# ***fab***

Fab Flavours & Fragrances,  
Pvt. Ltd.



# About Us

We can trace our history back to the Year 1919 when our trading house Sher-I Punjab Trading company was started in Rawalpindi, Pakistan. After partition the company was re-established in Delhi in the year 1950. For 30 years we sold Flavours and other food additives of various multinational and national companies like Bush Boake Allen (now IFF), L&T, Roha Dye Chem etc. We started our manufacturing operations in the year 1965 under the brand name of RED CLUB (RC) making soft drink concentrates and beverage emulsions. We are still one of the leading manufacturers of beverage flavours in India.

The success of our flavours in the beverage segment encouraged us to enter other segments like biscuits, confectionary, dairy etc so we started Fab Flavours & Fragrance P. Ltd in the year 1993. Since then we have been supplying flavours both Water Soluble and Oil Soluble (and Encapsulated Powder Flavours recently added) to various national and multinational companies within India and Internationally. We are now supplying flavours to Distilleries, Pharma, Biscuits, Confectionaries, Ice Cream and Snack Food Industries. Our foray into the retail segment started with our chocolatier and baker friends asking us for some Oil Soluble Flavours as they were not readily and easily available in the market and since we already had them in our bulk production, we started giving them out in small bottles. Slowly we realized that there were more people than just our friends who wanted those flavours for the kind of quality and variety they were of. Seeing the demand increasing many folds we decided to launch our Regular range of Oil Soluble Flavours in retail packaging in the year 2010. In 2016 we launched our Premium range of Oil Soluble flavours. Since we have been involved in industrial supplies only, venturing into retailing was a completely new arena. We were extremely overwhelmed with the positive and supportive response we got from the home bakers, chocolatiers and even from upmarket bakeries wanting to stand apart from the regular ones.

In the year 2017 we launched our new product Evaporex, This is a non-alcoholic substitute for hand painting and airbrushing with edible colors and luster dusts on various mediums like fondant, cream, buttercream and chocolates.

In 2018, keeping pace with the increasing awareness and demand for natural and organic products, we launched our Natural Extract Range and Natural Flavor Range.

These products are 100% Natural. We have these in Oil Soluble form keeping in mind our retail customers preference and their ease of use specially in chocolates along with other baked and non-baked goods where flavors are used.

We are an ISO 22000-2005 certified and FSSAI licensed company. All our products are **Halal Certified & Non-Alcoholic**.



## Our Vision

Our vision is to spread awareness and set high standards of product quality. We aim to broaden our spectrum by delving into various kinds of flavours including, not only water soluble and oil soluble but also 100% natural flavours and 100% natural extracts.

We are determined to increase our position in the global industrial market as well as become a dependable household name for our retail customers.

## Our Mission

Our mission is to add value and be a reliable partner to industries as well as our retail customers. Our flavourists carry out rigorous research and development to give you unparalleled quality of flavours in every bottle.

## Our Values

We at Fab Flavours hold ourselves to the highest standards when it comes to values and principles. We invest the utmost care to provide great quality products and prompt personalized customer service.

We adhere to all necessary practices of food safety and are committed to providing only the finest products to our patrons.

## Our Products

As it is rightly said, flavor is the spice of life. At Fab Flavours, we endeavor to embody this philosophy through our extensive array of products. Our portfolio spans Nature-Identical Flavours, Natural Flavours, Synthetic Flavours, and Natural Extracts, catering to a broad spectrum of tastes and preferences. We have established ourselves as the premier provider of Soft Drink Concentrates and Emulsions, earning a celebrated reputation across the beverage industry for our innovative contributions to carbonated, non-carbonated, and juice-based beverages. Further expanding our portfolio, we offer an assorted range of encapsulated powder flavors within our Fab Cap line, specifically tailored to meet the demands of the pharmaceutical and nutraceutical industries. Today's consumers have evolved, seeking beyond the classic favorites to explore new and out of the box flavour profiles that offer unique experiences. Crafted with expertise and aligned with global trends, our flavours are designed to captivate the modern consumer, ensuring there is something for everyone. At Fab Flavours, our commitment to excellence drives us to continually adapt and expand our products in a constantly evolving market.

## Water Soluble Flavours

Want to take your beverages, mithais, cakes and savoury dishes a notch up?

We at Fab have just the thing for you . Fab has a variety of flavours that have been specifically developed to be soluble in water . We have an extensive list of classic and unique concentrated non alcoholic and Halal Certified flavours with a shelf life of 2 years to choose from. Water soluble flavours are a popular choice for bakeries, confectionary, ice cream units, pharmaceuticals, nutraceuticals and beverage industries .

## Oil Soluble Flavours

This range of Fab Flavours is a perfect fit for chocolates, bakes, confectionery , mithais , ice cream, shakes, etc . These flavours are oil based and can be used to make a variety of baked and non baked products . Fab Oil soluble flavours are highly concentrated and heat stable, so a little goes a long way . Take your pick from these non alcoholic and Halal Certified flavours to create your delicious goods

## Emulsions and Soft Drink Concentrates

One of our most Widely sold Range, this is perfect for your beverages, be it carbonated, non-carbonated or juice based. Our Emulsions and concentrates are of the highest quality, that add a burst of flavours in your beverages.

## Fab Cap : Encapsulated Flavours

The Fab Cap Encapsulated Powdered Flavours are mainly manufactured for pharmaceuticals, nutraceuticals, dry beverage mixes etc. These flavours are used where one cannot use liquid flavours due to end product consistency restraints. These unique flavours can be easily used to enhance the flavours of chewable tablets, dry syrups, chewing gums, beverage powders, flavoured protein supplements, etc.

## Natural Flavours

These are 100% Natural flavours made from blending natural flavouring substances. Perfect for giving your chocolates, bakes, confectionery , mithais , ice cream, shakes, etc an oomph, the natural way. Fab Natural flavours are highly concentrated and heat stable, so a little goes a long way . Take your pick from these non alcoholic and Halal Certified flavours to create your delicious goods

## Natural Extracts

Fab Natural Extracts are derived from carefully chosen natural herbs, spice, flower and fruits, extracted through state of the art processes to capture the subtleties of the true essence of the product. These are 100% natural with no additional artificial flavourings added to them. They can be used in cakes, confectionery, chocolates, desserts, ice cream, shakes, breads and a variety of baked and non-baked goods.





# Flavour List

Presenting our comprehensive list of flavors! Our dedicated team of experts you're searching for, please don't hesitate to reach out to us, and we'll be deli

## ALL TIME FAVOURITES

1. Aloo Chaat
2. American Ice Cream Soda
3. Basmati
4. Biscuit
5. Butterscotch
6. Chai Masala
7. Coconut Cookies
8. Cola
9. Jaljeera
10. Jeera Cookies
11. Kala Khatta
12. Karachi Biscuit
13. Khus
14. Mix Fruit
15. Mix Fruit Cake
16. Mix Fruit Jam
17. Nimbu Pani
18. Osmania
19. Paan
20. Paanipuri
21. Red Velvet
22. Rusk
23. Shahi Sharbat
24. Sweet Corn
25. Thandai
26. Tooti Frooti

## VANILLA FLAVOURS

27. Butter Vanilla
28. Creamy Vanilla
29. Milky Vanilla
30. Vanilla

## BUTTER & CHEESE

31. Bake Booster
32. Butter
33. Butter Cookies
34. Cheddar Cheese
35. Cheese Cake
36. Cream Cheese
37. Danish Butter (Short-Bread)
38. Mascarpone Cheese
39. Mozzarella Cheese
40. Parmesan Cheese
41. Peanut Butter

## FANTASY FLAVOURS

42. Arabian Delight
43. Bubblegum
44. Cookies & Cream
45. Cotton Candy
46. Meetha Aam Papad
47. Popcorn
48. Tropical Punch

## SWEET ADDITIONS

49. Alpine Toffee
50. Bavarian Cream
51. Caramel
52. English Toffee
53. Honey
54. Maple

## SAUCES, PICKLES & CONDIMENTS

55. Achari Masala
56. Cream and Onion
57. Fried Onion
58. Garlic
59. Garlic Butter
60. Ginger
61. Hot Garlic
62. Ketchup
63. Lemon Pickle
64. Manchurian
65. Mango Pickle
66. Masala Bread
67. Mustard
68. Noodle Masala
69. Onion
70. Peri Peri
71. Pizza
72. Pudina Chutney

## HERBS, SPICES & VEGGIES

73. Ajwain
74. Aniseed
75. Basil (Indian Tulsi)
76. Biryani
77. Black Pepper
78. Capsicum
79. Cardamom
80. Chai Masala
81. Cinnamon
82. Clove
83. Cucumber
84. Cumin
85. Curry Patta (Curry Leaves)
86. Green Bell Pepper
87. Green Chilli
88. Green Corriander
89. Jalapeño
90. Jeera
91. Lemongrass
92. Mint
93. Mulathi
94. Pandan
95. Peppermint
96. Red Chilli
97. Saffron
98. Saunf (Fennel)
99. Spearmint
100. Zaatar





continuously explores and creates innovative flavors, staying ahead of the latest trends. If you don't see what  
ghted to assist you!

### **DESSERT, SWEETS & INDIAN MITHAI**

- 
- 101. Basundi
  - 102. Cham Cham
  - 103. Gulab Jamun
  - 104. Gulkand
  - 105. Gur Kheer
  - 106. Jaggery (Gur)
  - 107. Kesar Badam
  - 108. Kesar Elaichi
  - 109. Kesar Pista
  - 110. Kheer
  - 111. Kheer Kadam
  - 112. Kulfi
  - 113. Mathura Peda
  - 114. Mawa
  - 115. Mawa Malai
  - 116. Milk Mawa
  - 117. Mohanthai (Besan Halwa)
  - 118. Rabri
  - 119. Raj Bhoj
  - 120. Rasmalai
  - 121. Sandesh
  - 122. Ukadiche Modak

### **FLORAL FLAVOURS**

- 123. Elderflower
- 124. Hibiscus
- 125. Kewra
- 126. Lavender
- 127. Orange Blossom
- 128. Rose
- 129. White Rose

### **CHRISTMAS FLAVOURS**

- 130. Gingerbread
- 131. Mixed Spice Plum Cake
- 132. Rum Plum Cake

### **PURE INDULGENCE**

- 133. Apple Pie
- 134. Banoffee
- 135. Biscuit
- 136. Cappuccino
- 137. Choco Hazelnut (Nutella)
- 138. Choconuts
- 139. Coffee
- 140. Dark Belgian Chocolate
- 141. Filter Coffee
- 142. Ispahan (Rose & Berries)
- 143. Milk Chocolate
- 144. Speculoos (Biscuit Spread)
- 145. Tiramisu
- 146. White Chocolate

### **NUTS & DRY FRUITS FLAVOURS**

- 147. Almond
- 148. Anjeer
- 149. Cashewnut
- 150. Date
- 151. Fruit & Nut
- 152. Hazelnut
- 153. Peanut
- 154. Pecan
- 155. Pistachio

### **NON ALCOHOLIC LIQUOR FLAVOURS**

- 156. Beer Lager
- 157. Bourbon Whiskey JD (Jack Daniels)
- 158. Brandy
- 159. Cognac
- 160. Curaçao
- 161. Dark Rum
- 162. Desi Daaru
- 163. Fruit Beer
- 164. Gin
- 165. Intense Irish Cream (Baileys)
- 166. Kirsch (Cherry Liqueur)
- 167. Malt
- 168. Malt Whiskey (Single Malt)
- 169. Mojito
- 170. Oakwood
- 171. Peat
- 172. Red Wine
- 173. Scotch Whiskey
- 174. Smoke
- 175. Sparkling White Wine (Champagne)
- 176. Tequila
- 177. Vodka
- 178. White Rum
- 179. White Wine

### **FRUIT FLAVOURS**

- 180. Aam Panna
- 181. Alphonso Mango
- 182. Apple
- 183. Apricot
- 184. Bael
- 185. Banana
- 186. Bergamot (Earl Grey)
- 187. Berry Blast
- 188. Blackberry
- 189. Black Currant
- 190. Blueberry
- 191. Cherry
- 192. Coconut
- 193. Cranberry
- 194. Grape
- 195. Grapefruit
- 196. Green Apple
- 197. Green Guava
- 198. Guava Chilli
- 199. Jackfruit
- 200. Jamun
- 201. Kachi Keri
- 202. Kiwi
- 203. Lemon
- 204. Lime
- 205. Litchi
- 206. Mango
- 207. mango and cream
- 208. Mango Passion
- 209. Musk Melon
- 210. Orange
- 211. Passion Fruit
- 212. Peach
- 213. Pineapple
- 214. Pink Guava
- 215. Plum
- 216. Raspberry
- 217. Sitafal (Custard Apple)
- 218. Strawberry
- 219. Strawberry Cream
- 220. Tamarind
- 221. Tender Coconut
- 222. Tomato
- 223. Watermelon
- 224. Wild Berry

### **MILK FLAVOURS**

- 225. Condensed Milk
- 226. Cream
- 227. Dulce De Leche
- 228. Lacto
- 229. Milk
- 230. Milk Masala
- 231. Raw Milk
- 232. Tres Leches
- 233. Yogurt



# Soft Drink Concentrates and Emulsions

## SOFT DRINK COMPOUNDS

1. Indian Tonic Water
2. Grapefruit
3. Cucumber
4. Elderflower
5. Hibiscus
6. Peach
7. Rose & Berriers (Ispahan)

## ENERGY DRINKS

1. RB (Red Bull)
2. Grape
3. Pine Berry
4. Stng
5. Blue

## SOFT DRINK COMPOUNDS

1. Cola
2. Cumin
3. Champagne
4. Jaljeera
5. Jeera Soda
6. Lemon
7. Mango
8. Masala Soda
9. Orange
10. Pineapple
11. Rose
12. Apple
13. Green Apple
14. Beer
15. Litchi
16. Stng

## PASTES & EMULSIONS

- |                 |                         |
|-----------------|-------------------------|
| 1. Aam Panna    | 17. Lemon Lime          |
| 2. Apple        | 18. Liquid Preservative |
| 3. Badam Milk   | 19. Litchi              |
| 4. Blueberry    | 20. Mango               |
| 5. Cranberry    | 21. Orange              |
| 6. DU           | 22. Passionfruit        |
| 7. Fab Cloud    | 23. Peach               |
| 8. Fab Mist     | 24. Pina Colada         |
| 9. Foam Heading | 25. Pineapple           |
| 10. Ginger      | 26. Pink Guava          |
| 11. Grape       | 27. Pista Elaichi       |
| 12. Green Apple | 28. Red Rose            |
| 13. Jamun       | 29. Shahi Sharbat       |
| 14. Kala Khatta | 30. Strawberry          |
| 15. Kiwi        | 31. Watermelon          |
| 16. Lemon       |                         |



# Flavour Applications

## Dairy

Ice Creams, Gelatos, Frozen Desserts, Flavoured Yogurts, Fermented, Non-Fermented Dairy Beverages

## Beverages

Juice based Beverages, Carbonated and Non-Carbonated Drinks, Syrups, Cordials, Instant Mixes, Sorbets, Alcoholic and Non-Alcoholic Beverages, Tonics

## Chewing Gum & Toothpastes

## Pharmaceutical & Nutraceutical

Protein Powders, Sachets, Syrups, Tablets, Effervescent Tablets, Capsules

## Bakery

Biscuit, Cookies, Crackers, Breads, Sourdoughs, Cakes, Pastries, Desserts, Confectionery

## Tea, Coffee & Premixes

Flavoured Coffee Powders, Tea Sachets, Ready to Drink Coffees and Teas, Batter Premixes.

## Candy & Chocolates

Hard Candies, Soft Candies, Chewy Toffees, Chocolates

## Snacks & Savouries

Breads, Namkeen, Trail Mixes, Baked snacks, Fried Snacks, Top Notes, Chips, Crackers.

## Vapes & Sheesha

## Indian Mithais







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