

# Trend Trek

## Highlights from the WFFC Excursion in Williamsburg, Brooklyn.

The looming chance of rain from remnants of a tropical storm couldn't keep members of the Women in Flavor and Fragrance Commerce from getting a taste of Williamsburg, Brooklyn, on June 11.

Keeping umbrellas on hand, attendees at the sold-out Sixth Annual On-Trend Excursion gathered at Fabiane's Café & Pastry at 142 N. Fifth St. to sip on iced coffees and iced teas before beginning the trek through Williamsburg's north side, which was led and narrated by Trendincite's Amy Marks-McGee. The café's owner, Fabiane Lima, who is originally from Brazil, offered guests a taste of her homemade gluten-free yucca cake, which was dense, spongy and sweet, as well as her homemade granola, for which she said took about 10 years to develop the secret recipe. The eatery also featured gluten-free chocolate caramel-cup mousse, as well as other sweetly succulent dessert flavors like peach panna cotta and pistachio crème brûlée.

Nearby, Juice Press at 144 N. Eighth St. doled out a watermelon super cleanser made from cold-pressed watermelon, which is reportedly this shop's most popular flavor, along with *Dr. Green Juice*, which contains pineapple, apple, lemon, ginger and kale. The cozy shop sells cold-pressed organic juice, juice-pressed smoothies and other all-natural items marketed with catchy names ranging from earthy to tongue-in-cheek. The shop boasted juice fused with interesting flavor combinations, such as *Re-hab*, which contained cold-pressed ginger, lemon and cayenne extract; *First Degree Burn*, which contained celery, ginger and lime; and *Green Giant*, which contained blended spinach, kale, apple, coconut water, coconut flesh, raw cacao powder, spirulina, a date, squeeze of lemon, pinch of cayenne and sea salt. Samples were passed around as a store associate explained the benefits of cold-pressed juice, which is produced using both a pulverizer and a hydraulic press. The pulverizer is said to be an effective way to liberate the nutritional enzymes from the fibers of the produce.

After the juicy taste test, a swift jaunt to Woodley & Bunny at 196 N. 10th St. engaged the olfactory senses with its apothecary-style



Back row from left: Maria Carluzzo (Takasago), Nicole Urbanowicz (P&F Magazine), Jeanine Pedersen (Takasago), Barbara Brzuchacz (iniTECH), Patty Bertocchi (Mondelez International), Alysa Hansen, Christina Smith (Virginia Dare), Dyann Coratti (Intarome Fragrances), Diana Robinson (Advanced Biotech), Pamela Oscarson (FONA), Nicole Bernas (Givaudan), Tom Fox (FONA), Renee Flefleh (Givaudan), Alina Haranczyk (iniTech), Carla Boissonault (Mondelez International), Lisa Paloympis (Intarome), Debbie O'Sullivan (Takasago); front row from left: Amy Marks-McGee (Trendincite), Lauren Golembeski (Takasago), Suzanne Golabek (Bell Flavors & Fragrances), Gabrielle Marks, Jennifer Elgrim (David Michael & Co.), Karen Dubin (Sniffapalooza), Grace Johnson and Jeena James (both of Bell), Italina Schifino (IFF), and Susan Harrison and Carolyn Chen (both of Takasago). —Photo credit: Dan D'Errico



From left: Suzanne Golabek (Bell Flavors & Fragrances), Jeanine Pedersen (Takasago) and Amy Marks-McGee (Trendincite) take a coffee break at Fabiane's Café and Pastry. —Photo credit: Dan D'Errico

collection of niche fragrance, beauty and personal care products. The on-trend trekkers tested out niche scents like Olfactive Studio and DS & Durga's *Silent Grove*, which is described as clean, fresh and crisp, with green, dew-on-grass tones and notes of cedar, lotus, white tea and linden. Inspired by rustic smells, Portland General Store's line of men's personal care products included a ruggedly fragrant *Wood Super Thick Hand Cream*, which has a scent of essential oils of cedar, hiba wood (thujopsis), patchouli, vetiver grass and vanilla.

Lunch was served at farm-to-table restaurant Allswell at 124 Bedford Ave., which started off with a widely lauded *Ginless Wonder* mocktail, which contained oroblanco (a cross between an acidless pomelo and a white grapefruit), ginger, lime, honey, mint and touches of strawberries. Main courses featuring farm-to-table chicken, flatbread and burger options were capped off with strawberry and rhubarb slab pie with whipped cream for dessert.

And yet, there was another dessert: a visit to Mast Brothers Chocolate on 111 N. Third St. The combination store and handmade chocolate factory owned by brothers Rick and Michael Mast reportedly has a high-end roster of clients, including Per Se, and sources its cacao from places like La Red de Guaconejo, a small organic cacao cooperative in the Dominican Republic. The group taste-tested chocolate in flavors like *sea salt*, *crown*



Patty Bertocchi (Mondelez International) tested a niche fragrance at Woodley & Bunny.  
— Photo credit: Dan D’Errico



Takasago’s Williamsburg souvenir fragrance featured a floral heart of orris root and more.  
— Photo credit: Dan D’Errico



Italina Schifino (IFF), center, and others perused Mast Brothers’ chocolate flavors like caramel maple.  
— Photo credit: Dan D’Errico



Pamela Oscarson (FONA) browsed Woodley & Bunny’s fragrant apothecary collections.



A mocktail of oroblanco, ginger, lime, honey, mint and strawberries preceded a flavorful lunch at Allswell.



Café-goers at Fabiane’s Café & Pastry paired iced coffee or tea with homemade gluten-free yucca cake.  
— Photo credit: Dan D’Errico

maple, vanilla and smoked chocolate, which were displayed in front of small stacks of chocolate bars enveloped in colorfully graphic sleeves. Other flavor options included *caramel maple*, *Madagascar chocolate*, *Papua New Guinea chocolate*, *Olive & Sinclair sea salt*, *Serrano chocolate* and *Stumptown coffee*.

To remember the day, Takasago offered a commemorative scent called “A Day in Williamsburg,” which was created by Takasago perfumer Patricia Choux. It featured fresh top notes of pink peppercorn and sparkling mandarin that reflected the hip and vibrant neighborhood. Jeanine Pedersen of Takasago, who helped to coordinate the event and handed out the bottled scent to attendees, explained Choux’s inspiration: “[The] diverse culture and its vintage shops are translated into a woody sexy dry down of vetiver, cedarwood, olibanum, heliotrope and skin musk. The creative and graffiti mood of the area and the very cool crowd of writers and artists ... are captured through a floral heart of orris root from Italy, belladonna flower and jasmine sambac.”

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