

A close-up photograph of two scoops of ice cream in a waffle cone. The ice cream is a light cream color, studded with dark chocolate chips and sliced almonds. The waffle cone is golden brown and has a classic grid pattern. The background is dark and out of focus.

Jogue

Flavor solutions since 1910

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Our History

1910

Northville Laboratories is established: the premier vanilla extract & flavor supplier to the dairy, beverage, confectionery, and bakery industries.

1981

Jogue Incorporated is established by Dr. S.D. Sastry in Detroit, Michigan and Bangalore, India. The company is named after one of India's tallest waterfalls.

1991

Jogue acquires Northville Laboratories and its 55,000 square-foot manufacturing facility in Northville, Michigan.

1995

Jogue acquires Western Syrup Co. from J&J Snack Foods in Santa Fe Springs, CA, and expands manufacturing and R&D presence on the West Coast.

2006

Jogue constructs and establishes its headquarters in a 52,000 square-foot state-of-the-art manufacturing and R&D facility in Plymouth, MI.

2010

Jogue acquires Golden 100 from QCS, which manufactures beverage flavors in a 45,000 square-foot facility in DeLand, Florida. This streamlines access to the Central and South American markets.

2013

Jogue completes construction of a new R&D and manufacturing facility in Ontario, California. The facility is SQF level 3 and Organic Certified.

2019

Jogue completes construction of 20,000 square-foot addition to Plymouth headquarters, adding automation and manufacturing efficiencies. Jogue enhances sustainability efforts through the addition of solar panels at its California manufacturing facility.

2020

Jogue increases R&D capabilities in California through the addition of new R&D equipment and chief flavorist and former president of The Society of Flavor Chemists. Spray drying and powder blending capabilities are added to Southern California facility. Jogue is awarded General Mills 2020 Diverse Supplier of the Year (zero service interruptions during the pandemic).

2022

Jogue commences implementation of BatchMaster-SAP and invests in new automated pail and BIB filling lines with robotic palletizers.

2023

Jogue increases powder flavor manufacturing capacity with new fluidized paddle blender and automated filling line in California facility. Jogue adds additional emulsion blending capabilities with new Scott Turbon Mixers.

2025

Jogue adds 30% additional manufacturing capacity to its DeLand, Florida operations and redesigns its office and R&D to further our capabilities in the Southeastern United States. Jogue partners with Sedex to create a more socially and environmentally sustainable supply chain.

Performance and Principles



Capabilities

Flavors and Extracts: Over 200,000 pounds per day.
Organic, Non-GMO, Fair Trade, All Natural, N&A.
Totes, Drums, Pails, Bag-in-Box, Gallons.

Variegates: Over 100,000 pounds per day.
Textured, Colored, Exotic, Sweet, Savory Flavors.
Totes, Drums, Pails, Bag-in-Box, Gallons.

Bases: Over 100,000 pounds per day.
Textured, Egg-Based, Nut Butter-Based, NSA, Keto,
Plant-Based/Vegan.

Colors: Natural colors from vegetable & fruit juices.
Synthetic color blends.

Our Values

- 100% Privately Owned, NMSDC Minority Certified, ZERO debt.
- Ability to Match flavors Within 48 hours Using GC-MS and Organoleptic Capabilities.
- 3 Test Kitchens for Sensory & Functional Analysis of Finished Product.
- SQF, Organic, Kosher Certified.
- IKEA Sustainability Certified: California Facility Powered by Solar.
- Major Flavor Supplier to Private Label Manufacturing.
- 24-Hour Turnaround Time on all Documentation Requests.
- Backup Manufacturing Capabilities Across Multiple Jogue Plants.

Vanilla Extract

Warm, aromatic, and universally loved, vanilla offers comfort, depth, and elegance to everything it touches. It remains a cornerstone of dairy, bakery, and beverage creations — timeless yet endlessly adaptable.

Built on decades of vanilla expertise and over a million gallons produced, we import premium beans directly from Madagascar and maintain long-standing partnerships that support sustainable, ethical sourcing.

With the capacity to produce more than one million gallons of pure extract, we offer Fair-Trade, Organic, and Conventional options at scale. Vanilla is where we began — and it's a category we continue to lead with consistency, quality, and pricing that stands apart.



Dairy Flavors

Silky and indulgent, flavors like Sweet Cream Ripple, Cold Brew Mocha Latte, and Spiced Eggnog offer a smooth, creamy mouthfeel that elevates dairy classics with a modern twist.

These flavors add richness to yogurt, ice cream, milk, whipped toppings, cottage cheese, and cultured dairy products. They capture everything from nostalgia to bold modern pairings, creating profiles that feel both familiar and elevated.

Our dairy expertise spans both traditional and innovative systems, enabling us to develop flavors that withstand pasteurization and homogenization, as well as low-sugar formulations, protein-rich bases, and cultured environments. Whether you need classic cream flavors, fruit-and-dairy blends, or trending dessert concepts, we provide solutions that maintain stability, authenticity, and clean sensory appeal.





Confectionery Flavors

Inventive combinations, ranging from Rich Caramel and Tart Raspberry to Spiced Cinnamon and Masala Chai, spark imagination with every bite.

From chocolates and nostalgic fruit chews to adventurous new blends — and now functional formats featuring adaptogens, THC, and creatine — our confectionery flavor portfolio spans classic staples to trend-forward surprises. Whether you're creating hard candies, gummies, soft chews, or artisan sweets, we craft flavor profiles that evoke comfort, nostalgia, fun, or novelty to match evolving consumer taste.

At Jogue, we blend deep technical expertise with sharp market insight to deliver confectionery flavors built for real-world production and shelf-life. Our team handles everything from flavor creation and blend stability to application know-how — enabling brands to launch candies and sweets that stand out, delight consumers, and deliver consistent, high-quality taste every time.

Bakery Flavors

Warm and aromatic - our flavors of Salted Maple Crumble, Brittle Toasted Almond, and Banana Rum Loaf transform products into moments of comfort.

These flavor profiles evoke a wide variety of classic bakery products, from buttery croissants and crunchy cookies to lemon loaves, nutty muffins, and morning pastries. Our flavors perform at high temperatures, emerging with balanced notes of maple, almond, banana, or rum through mixing, proofing, and baking.

We specialize in creating sweet and savory flavors and extracts for a wide variety of bakery products. Jogue offers heat-stable flavors in emulsion, water-soluble, oil-soluble, and spray-dried formats to protect from flashing and flavor loss, ensuring every bite tastes intentional and finished.



Beverage Flavors

Bright flavors like Ginger Peach Spark, Lavender Lemonade, and Tropical Lychee infuse every sip with spirited energy and bold taste.

Expressive and crafted for modern drinking styles — these flavors bring vibrant fruit, botanical lift, or sparkling freshness to everything from cocktails and mocktails to refreshers, energy beverages, and aseptic dairy or juice-based drinks.

Our beverage capabilities support both alcoholic and non-alcoholic innovation — from spirit forward RTDs to clean mocktails and adaptogen builds, to refreshing café-style drinks and shelf-stable aseptic concepts. We help brands create beverages that align with their vision by combining flavor systems with functionality, stability, and current consumer trends.



Savory Flavors



Globally sourced Calabrian Chili Oil, Kimchi Spice, and Black Truffle Cream deliver a deep richness to a wide variety of flavorful dishes.

Umami and layered, our reaction flavors capture roasted warmth, fresh herb notes, creamy comfort, spice, and briny character. They bring life to culinary creations across global cuisines, indulgent formats, and plant-forward dishes.

We design savory systems that are flexible and capable of delivering meat-inspired richness or vegetable-driven flavor, all while supporting entirely plant-based formulations. Whether the goal is buttery, smoky, cheesy, roasted, or tangy, we can build savory foundations that feel authentic and balanced.

Powdered Flavors

With lively flavors like Alphonso Mango Yogurt, Dragon Fruit Lemonade, and Blue Raspberry Ice, our encapsulated flavors promise quick, bold flavor activation.

Bright, vibrant, and designed to last, these flavors bring concentrated top notes and quick reconstitution to dry mixes and instant applications. They deliver a clean burst of flavor that refreshes from the first sip.

Perfect for powdered beverages, seasonings, instant drink sticks, bakery mixes, and snacks — these flavors offer strong dispersibility and excellent flavor retention. Using spray-dried technology tailored to encapsulate organic compounds, we create solutions that help brands meet flavor targets with precision, efficiency, and long-term stability.





Water & Oil-Soluble Flavors

With expertise across bakery, beverage, confection, and dairy categories, we develop water-soluble flavors that remain consistent from batching through shelf life. We empower brands to create products that taste vibrant, polished, and on-trend. These flavor systems are built for performance: clean dispersion, dependable stability, and strong aroma release, even in complex, low-sugar, or functional formulas.

Warm and layered, oil-soluble flavor profiles infuse chocolates, baked goods, snacks, and coated systems with buttery comfort, toasted depth, and aromatics. Using canola or clean-label, fractionated coconut oil (MCT), we help to deliver luxurious flavor with a smooth, velvety finish. These flavors are engineered to disperse evenly in high-fat environments, maintain integrity under heat, and preserve aroma over extended shelf life.

Masking Agents

Flavor modulation brings balance, smoothness, and clarity to systems where off-notes can overshadow the experience. These solutions soften bitterness, mask metallic edges, round sharp citrus notes, and improve the overall sensory journey without altering the intended flavor direction.

Jogue brings deep expertise to the flavor-masking category, helping brands overcome the off-notes often associated with plant proteins, functional ingredients, and nutraceutical additives.

Our modulation systems balance profiles without compromising the overall taste experience, ensuring a cleaner and more satisfying flavor delivery.

Leveraging advanced sensory insights and application know-how, each system is tailored to your specific formulation challenges, resulting in a smoother, more enjoyable product that lets your core flavors shine.



Trending Jogue Flavors

Açaí
Alphonso Mango
Amaretto
Aperol
Apple Cider
Apricot
Artichoke
Asiago
Avocado
Bacon
Baklava
Basil
Black Sesame
Black Truffle
Blood Orange
Blueberry Lemon
Boysenberry
Butter Garlic
Butterscotch
Cantaloupe
Cereal Milk

Champagne
Cheddar
Cheesecake
Cherry Blossom
Chestnut
Chili Mango
Cinnamon Churro
Coconut Cream
Coconut Pandan
Coffee
Cookies & Cream
Cotton Candy
Cranberry
Crème Brûlée
Cucumber
Dark Chocolate
Dijon Mustard
Dill Pickle
Dirty Chai
Dragon Fruit
Dulce de Coco

Dulce de Leche
Eggnog Snickerdoodle
Elderflower
Feta
Fig
French Toast
Fudge Brownie
Gingerbread
Goji Berry
Golden Berry
Graham Cracker
Guava
Hazelnut
Hibiscus
Hojicha
Honeycomb
Horchata
Hot Chocolate
Huckleberry Cobbler
Kahlúa
Kimchi

Kiwi
Lavender
Lemongrass
Limoncello
Lulo
Lychee
Macadamia Nut
Mango Habanero
Matcha
Mexican Hot Chocolate
Mint Chocolate
Miso Caramel
Mocha
Mojito
Nectarine
Orange Pineapple
Pancake
Papaya-Coconut
Passion Fruit
Peanut Butter
Pear

Peppermint
Peppermint Mocha
Pimento
Pineapple
Pistachio
Plum
Pomegranate
Pumpkin Spice
Raspberry
Red Velvet
Red Wine
Root Beer
Rosemary
Rum Punch
S'mores
Saffron
Salted Caramel
Salted Chocolate
Salted Maple
Sour Cherry
Spearmint

Strawberry Banana
Sumac Berry
Sweet Cream
Sweet Potato
Taro
Thai Tea
Tiramisu
Tomato
Truffle
Ube
Vanilla Cardamom
Waffle
Walnut
Watermelon
Whiskey
White Cake
White Chocolate
Yellow Cake Batter
Yellow Curry
Yerba Maté
Yuzu

Our Facilities



Worldwide Headquarters
R&D and Manufacturing Facility
14731 Helm Court
Plymouth, Michigan 48170
Tel: 734-207-0100



R&D and Manufacturing Facility
One Vanilla Lane
Northville, Michigan 48167
Tel: 248-349-1501



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Tel: 909-605-0000



R&D and Manufacturing Facility
1600 Essex Avenue
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