

RECIPE BOOK 2026



FEATURED
EDLONG FUNCTIONAL

Sweet
BR WNS

 **EDLONG**[®]

Beyond Sweet



Recipes for The Next Generation of Functional Sweet Brown Indulgence



The value of “treating yourself” has never been more important than it is now.

Why?

Let’s start with the fact that 62% of people consider little treats crucial to self care,¹ with nearly 3 in 4 going as far as to say they are important to their quality of life.

But today’s understanding of “treating yourself” has moved beyond sweet, it is about **redefining indulgence**.

Consumers don’t just want more, they want it all.

Immersive layered sensory experiences, exciting global flavors, next-level nostalgia, and better tasting better-for-you are not just trends, they are expectations.

Nothing meets this moment like the rich, indulgent, comfort of Sweet Brown profiles. Yet, the challenges of delivering on these evolving expectations demands more than just flavors.

From traditional sweet treats and summer sips to swicy salads and protein-powered desserts, these recipes showcase how [Edlong’s Functional Sweet Browns](#) can help you lead the way in this next generation of indulgence.

¹Circana

NORTH AMERICA



In North America? [Click](#) or scan here to request a tasting experience of these demos with a local Edlong expert.



Meeting today's consumers needs is not about just chasing trends, it is mastering the **"and"**.

Can you make a product that is:

Comforting **and** exciting?

Convenient **and** immersive?

Novel **and** nostalgic, Nutritious **and** delicious?

These recipes highlight how Edlong's Functional Sweet Brown's let you say yes to all of the above, **and** more.

FEATURED EDLONG FUNCTIONAL **Sweet BROWN'S**



Mocha Crisp Rice Treat

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Whether it is made from scratch in the kitchen, fresh from the local bakery, or snack size from the grocery store, this crispy, crunchy, sticky sweet treat *is* the definition of nostalgia.

We take this childhood favorite to a whole new level, with Mocha-flavored marshmallows for a premium twist, that elevate this classic from an everyday snack to something truly special.

Ingredients:

- 320g Edlong Mocha Marshmallows.
 - 150g Crispy Rice Cereal.
 - 42g Butter, unsalted.
- Featured Edlong Functional Sweet Browns:**
Natural Medium Roast Coffee Flavor
Natural Black Cocoa Flavor

Recipe:

1. Prepare a 13"x9"x2" pan - coat with non-stick pan spray or a light coating of butter.
2. Place marshmallows and butter in a microwave-safe dish, and microwave for 30-45 seconds or until butter has melted marshmallows have started to melt.
3. Gently stir marshmallow and butter mixture with a heat-safe spoon or spatula until fully combined.
4. Add cereal to the mixture, stirring until well coated. Transfer the cereal mixture into the prepared pan, and press down until even.
5. Allow to cool, then cut into 2-inch squares.



 **NORTH AMERICA**

NORTH AMERICA 



Brown Butter Toffee Trail Mix

Whether you are hiking, carpooling with kids, or taking that much needed snack break, this Brown Butter Toffee Trail Mix offers convenient, crunchy, classic on-trend indulgence and energy on-the-go.

Highlighting Edlong's Sweet Brown functionality and flexibility for wide range of better-for-you snack applications, this flavorful favorite is one you won't want to leave the house without.

Ingredients:

- 28g Unsalted Mini Pretzel
 - 26g Rice Square Cereal
 - 18g Lightly Salted Almond
 - 10g Vegetable Oil
 - 8g Crispy Corn Puff Cereal
 - 10g Brown Butter Toffee Seasoning.
- Featured Edlong Functional Sweet Browns:**
- Natural Toffee Flavor**
 - Natural Brown Butter WONF Flavor**
 - Natural Sweet Spot Flavor**

Recipe:

1. In a small bowl add oil and seasoning, and mix until well combined.
2. In a separate bowl add mini pretzels, rice square cereal, almonds, and crispy corn puff cereal.
3. Slowly drizzle oil and seasoning mixture over trail mix while stirring. Continue mixing until the trail mix is well coated with the seasoning mixture.

Lavender Vanilla Cream Soda Cocktail*

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Enjoy the sweet taste of summertime in a glass with this sophisticated spin on the **viral dirty soda trend**.

Perfect for sipping on a sun-soaked patio or at a backyard barbecue, this vanilla lavender cream soda and lemonade cocktail is creamy, fruity, and botanically boosted, for a beverage as refreshing as it is indulgent.

Ingredients:

- 150ml Edlong's Lavender Vanilla Cream Soda
Featured Edlong Functional Sweet Browns:
Natural Lavender Vanilla Flavor
- 60ml Lemonade
- 30ml Vodka (optional/not included)
- Crushed Ice

Recipe:

1. Fill a glass with crushed ice.
2. Pour vodka (optional) and lemonade over ice.
3. Top off with the Lavender Vanilla Cream Soda and garnish with a twist of lemon.

**This demo does not contain any alcohol, and is only an optional ingredient not provided by Edlong.*



 **NORTH AMERICA**

MEXICO



All markets face unique product development challenges, and Mexico is no exception.

Whether it is delivering authentic traditional flavors that help control costs or analog-dairy desserts and sweet snacks that meet regulations without sacrificing indulgence or taste, these delicious recipes demonstrate the power and versatility of Edlong's Functional Sweet Browns to overcome obstacles and exceed expectations.



In Mexico, and want to experience all three demos? [Click](#) or scan here to request a tasting with a regional Edlong expert.

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MEXICO 📍

Dairy Analog Hazelnut Pudding

Deliciously dairy, or delightfully dairy-free, this creamy custardy treat perfectly shows the power of our Functional Sweet Browns to offer rich, indulgent taste, regardless of your requirements or restrictions.

With an exciting classic and seasonal profile, like Roasted Hazelnut, this all-ages indulgence, makes any time the right time for a sweet treat. AND DAIRY FREE!

Ingredients:

- 7g Starch
- 3g Coconut Oil
- 13g Sugar

- 78ml Lactose-Free Milk
- Salt (a pinch)

**Featured Edlong Functional Sweet Browns:
Natural Toffee Flavor**

Recipe:

1. Combine all ingredients into a medium sized bowl.
2. With a whisk or hand mixer (on low), stir continuously until all ingredients are fully combined, and the texture of the mixture is smooth and consistent.

Coconut Pastiseta-style Cookies

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Ever so slightly crispy on the outside, and melt-in-your mouth buttery soft from the first bite, these Pastiseta-style cookies are just as good, **if not better**, than the ones from an abuela's oven.

Consistent indulgence and richness from an authentic and functional coconut profile for a tropical twist, allow for both a traditional or plant-based versions of these insanely delicious cookies.

Ingredients:

- 95g Wheat Flour
 - 35g Sugar
 - 6g Brown Sugar
 - 40g Butter or Shortening
 - 2x Whole Egg
 - 6g Non-Fat Dry Milk Powder
 - 5g Whey or Buttermilk Powder
 - 3g Glucose Syrup
 - 2.5ml Water
 - 1g Baking Powder
- Featured Edlong Functional Sweet Browns:
Natural Black Cocoa Flavor**

Recipe:

1. Preheat the oven to 180°C (356°F).
2. In a medium bowl add fat (shortening or butter), brown sugar, and glucose syrup, mixing together until creamy and smooth.
3. Transfer the mixture to a stand mixer and beat on medium-low for 5 minutes until well combined.
4. With mixer on low, sift in dry ingredients (flour, milk powder, whey or buttermilk powder, salt, and baking powder), and continue mixing until a well-combined dough forms.
6. Add eggs and the Edlong Sweet Brown Flavor, and mix until fully incorporated.
7. Shape dough into cookies and place on a parchment lined baking sheet.
8. Bake in the preheated oven for 8 minutes.
9. Remove from oven and let cool.



 **MEXICO**

MEXICO 📍

Sweet Brown Popcorn

This sweet caramel popcorn showcases the versatility of Edlong's Functional Sweet Browns in snack seasoning applications, making these popcorn a craveable treat you won't be able to put down.

Ingredients:

- 16g Popcorn Kernels
- 4g Neutral Oil
- 20g Water
- 3g Non-Fat Milk Powder
- 1g Salt

- 20g Agave Syrup
- 23g Brown Sugar
- 23g Sugar

**Featured Edlong Functional Sweet Browns:
Natural Caramel Flavor**

Recipe:

1. Pop the corn kernels in an air popper or on the stove in a lightly oiled pan until fully popped. Remove any unpopped kernels and set popcorn aside.
2. In a small saucepan, combine water, sugar, brown sugar, agave syrup, and fat and stir continuously over medium heat until the sugars dissolve.
3. Continue cooking and stirring the mixture until it reaches a golden caramel color and smooth consistency. To avoid burning, stir evenly and adjust temperature as needed.
4. Remove the pan from the heat and stir in salt, Edlong's Functional Sweet Browns, and a pinch of baking soda (if aeration is needed).
5. In a large bowl pour the hot caramel mixture over the prepared popcorn, mixing thoroughly until all popcorn is evenly coated.
6. On parchment lined baking trays spread the coated popcorn out evenly, and bake in the preheated oven for 8-15 minutes, stirring periodically.
7. Remove from the oven and cool completely.
8. Once cooled break apart large clusters.

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EUROPE



Saying these Functional Sweet Brown recipes have it all might be in overstatement, but not by much.

Healthier indulgences so good they feel like a cheat meal?

Check

Swicy sauces shining a spotlight on sweet brown's versatility beyond sweet snacks and desserts?

Check

Viral taste trends paired with classic comforts, that are also cost stabilized?

Check , Check , and Check

Better-tasting better-for-you, trending flavors, and peace of mind? Yeah, you are definitely going to want to give these recipes a go.



In Europe? **Click** or scan here to experience the taste of each of these demos with an Edlong expert in your region.

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Butter Toffee Milkshake w/Vanilla Cream Topping

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With an impressive 25g of protein, this decadent dessert demonstrates that better-for-you and indulgence is not an “either or”, it is a “yes, and”.

Our rich nostalgic Butter Toffee Milkshake is topped with a layer of Vanilla Cream Topping so deliciously-dairy you will not even believe it is plant-based.

Ingredients:

MILKSHAKE BASE:

- 140g Milk of your choice
- 50g Protein Milkshake Powder Mix.

Featured Edlong Functional

Sweet Browns:

Natural Toffee Type Flavour

Natural Fresh Salted Butter Type Flavour

CREAM TOPPING:

- 100g Non-Dairy Whipping Cream
- 5g Icing Sugar.

Featured Edlong Functional

Sweet Browns:

Natural Butter Vanilla Type Flavour

Natural Clotted Cream Type Flavour

Natural Milk Type Flavour

Recipe:

1. Combine 50g of the milkshake powder mix with 140g of milk in a blender and blend until smooth.
2. For the cream, add the flavours, sugar and non-dairy whipping cream into a bowl, and whip to soft peaks.
3. Pour the milkshake into a tall glass and pipe the cream on top.

**For an extra indulgent version, drizzle store bought toffee sauce onto the sides of the glass before adding the milkshake and drizzle more on top of the cream.*



📍 **EUROPE**

EUROPE 📍



Dubai Shortbread Cookie

What do you get when you combine an international viral sensation with a UK classic loved around the globe.

Your next obsession. A pistachio twist on the traditional shortbread, paired with crunchy kataifi, and a chocolate cream so rich you would not even know it is reduced-cocoa. On-trend and cost-stabilized? It does not get much sweeter than that.

Ingredients:

SHORTBREAD:

- 136g Plain Flour.
- 72g Palm shortening or similar vegetable fat.
- 43g Golden caster Sugar.
- 18g Water.
- 30g Chopped Lightly Roasted Pistachio Nuts.
- 0.03g Natural Colour (Carotene).

Featured Edlong Functional Sweet Browns:

Natural Pistachio Type Flavour

COCOA REDUCED FILLING:

- 130g Palm fat or similar vegetable fat.
- 36g Icing Sugar.
- 7g Glucose Syrup.
- 5g Milk.
- 4.5g Cocoa Powder.
- 1.5g PrimaFI Cocoa Fibre.
- 10g Kataifi Pastry.

Featured Edlong Functional Sweet Browns:

Natural Butter Vanilla Type Flavour

Natural Milky Creamy Type Flavour

Natural Cocoa Type Flavour

Recipe:

SHORTBREAD:

1. Start by adding the fat, sugar, flavour, colour and water to a bowl. Mix until well combined and fluffy in texture.
2. Gently fold in the remaining ingredients and mix until to combined.
3. Chill the dough for at least 30 minutes in the fridge.
4. Preheat oven to 175°C.
5. Roll out the dough to your desired thickness, shape into cookies, and place on a lined baking sheet.
6. Bake at 175°C for 5 minutes and allow to cool.

COCOA REDUCED FILLING:

7. To make the filling, add the milk and glucose syrup to a saucepan and heat on low. Slowly add the icing sugar, gently stirring until incorporated. Once the sugar is fully dissolved, remove from the heat.
8. In a separate bowl, add the fat, salt, and flavours, whisking until combined. Then add the heated sugar mixture, cocoa powder, and cocoa fibre. Whisk until light and fluffy, then gently fold in the kataifi pastry.
9. Once the shortbread has completely cooled, place the filling into a piping bag and pipe onto one cookie, placing another on top to create a sandwich. Dust with icing sugar.

Roasted Butternut Squash Grain Bowl w/ Hot Honey Dressing

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Edlong's Functional Sweet Browns are not just about desserts and sweet snacks.

Take this creamy, swicy Hot Honey Dressing, it transforms a tasty Roasted Butternut Squash bowl from a hearty and healthy lunch, to heavenly taste experience that is deliciously divine.

Ingredients:

HOT HONEY DRESSING:

- 44g Vegetable Oil.
- 53.2g Water.
- 0.90g Modified Waxy Maize Starch.
- 0.40g Xanthan Gum.
- 0.20g Lactic Acid (60%).
- 7.5g Apple Cider Vinegar.
- 11.5g Glucose Syrup.
- 15g Caster Sugar.
- 10.5g Sriracha Sauce.
- 4.50g Dijon Mustard.
- 0.30g Garlic Powder.
- 0.40g Ground Ginger.

Featured Edlong Functional Sweet Browns:

Natural Honey Type Flavour

Natural Yoghurt Type Flavour

Natural Milk Type Flavour

GRAIN BOWL: Serves 4 with 150g of Dressing above

- 1x Butternut Squash cut into cubes (skin on).
- 120g Leafy Greens (Kale, Spinach, Rocket).
- 150g Cooked Barley or Freekeh.
- 180g Cooked Green Lentils or Mixed Beans.
- 70g Shredded Red Cabbage.
- 50g Crumbled Feta Cheese
- 60g Toasted Pumpkin Seeds.
- 40g Pomegranate Seeds.
- 2Tbsp Chopped Coriander Leaves.

*Salt & Pepper to taste

Recipe:

1. Preheat oven to 200°C.
2. Wash and roughly cut the butternut squash into cubes. Place onto a baking sheet.
3. Drizzle with olive oil and season with salt and pepper. Roast at 200°C for ~ 20 mins. Once roasted set aside and allow to cool.
4. Prepare the dressing by combining all ingredients with a hand blender. Mix until smooth, creamy, and fully emulsified.
5. Assemble the grain bowl, arranging washed greens on the bottom of the bowl.
6. In a separate bowl mix the barley or freekeh together, stirring in a little of the dressing for extra flavour. Season to taste and add the grain mixture to the greens.
7. Arrange the squash, pulses, chopped red cabbage, and feta* on top and drizzle over the remaining dressing.
8. Finish with the pumpkin seeds, pomegranate and coriander.

* Remove Feta for a fully plant-based recipe



📍 EUROPE

The logo for Sweet BROWNS, featuring the word "Sweet" in red and "BROWNS" in dark brown, with a red circular icon containing a white swirl between the two words. The logo is enclosed in a thin red circular border.

Sweet
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Functional Sweet Brown Taste:

The Heart of Indulgence

The EDLONG logo, consisting of a red circular icon with a white swirl inside, followed by the word "EDLONG" in dark brown. A thin red vertical line is positioned to the left of the icon.

EDLONG

These recipes illustrate the application versatility, wide range of solutions, and tailored flavor profiles Edlong's Functional Sweet Browns make possible.

Let's keep learning how [Edlong's Functional Sweet Browns](#) and other innovative Taste Technologies can help you stay on-trend and ahead of your competition.

Request a demo tasting with a local Edlong expert to get started.



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