

Cape Crystal Brands Brings Food Science to TikTok's Wildest Food Trends

From cloud bread to whipped coffee, Cape Crystal Brands helps creators and chefs make viral recipes that actually work — using professional-grade ingredients

SUMMIT, NJ, UNITED STATES, October 7, 2025 /EINPresswire.com/ -- TikTok's bottomless well of food crazes has made experimental cooks out of millions in their own homes, one viral recipe at a time — though not all video-famous fare tastes as good as it looks. That's where Cape Crystal Brands comes in.

“

TikTok has transformed into a test kitchen for modern cuisine,” said Edmund McCormick, “We adore that curiosity — and we’re equipping those innovators with scientific tools for their creations.”

Edmund McCormick, founder and CEO, Cape Crystal Brands

The company’s culinary scientists are helping to bridge that gap between internet creativity and results you can get for yourself, providing food-grade hydrocolloids and stabilizers that make these recipes work every time. “TikTok has transformed into a test kitchen for modern cuisine,” said Edmund McCormick, Founder and CEO of Cape Crystal Brands. “We adore that curiosity — and we’re equipping those innovators with scientific tools for perfecting their

creations.”

The brand’s offerings in professional ingredients — think guar gum and sodium alginate, but also fruit pectin, calcium chloride and many other food science essentials — help stabilize foams, emulsify sauces or otherwise hold on to texture under the heat of social-media fame. Through the fusion of entertainment and science, Cape Crystal Brands is launching a fresh wave of creators into the world with knowledge around the “why” behind the “wow.” The company recently launched a [free eBook library](#) and new “[Hydrocolloid Knowledge Hub](#)” to, in essence, democratize professional food science — making it accessible not only to food stylists but also the Sunday baker.

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Showcasing viral TikTok favorites — cloud bread, whipped dalgona coffee, and fruit gels — alongside Cape Crystal Brands ingredients that make them possible. Xanthan gum adds structure and volume to whipped coffee, pectin helps fruit gels hold their smooth

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