



## LOOKING BACK TO LOOK FORWARD

Over the past 20 years of forecasting, we've identified trends that would eventually shake up the way we cook, flavor and eat. These discoveries impacted food and drink culture in the most exciting ways. Today? It's all about the intersection of past and present - and how these trends continue to shape our tastes for tomorrow's favorite flavors.

**FlavorForecast.com**



### Sweet & Seasonal Satisfaction

From simple to complex, sweetness provides an indulgent escape from the everyday, a chance to enjoy every sensorial detail of food and drink.



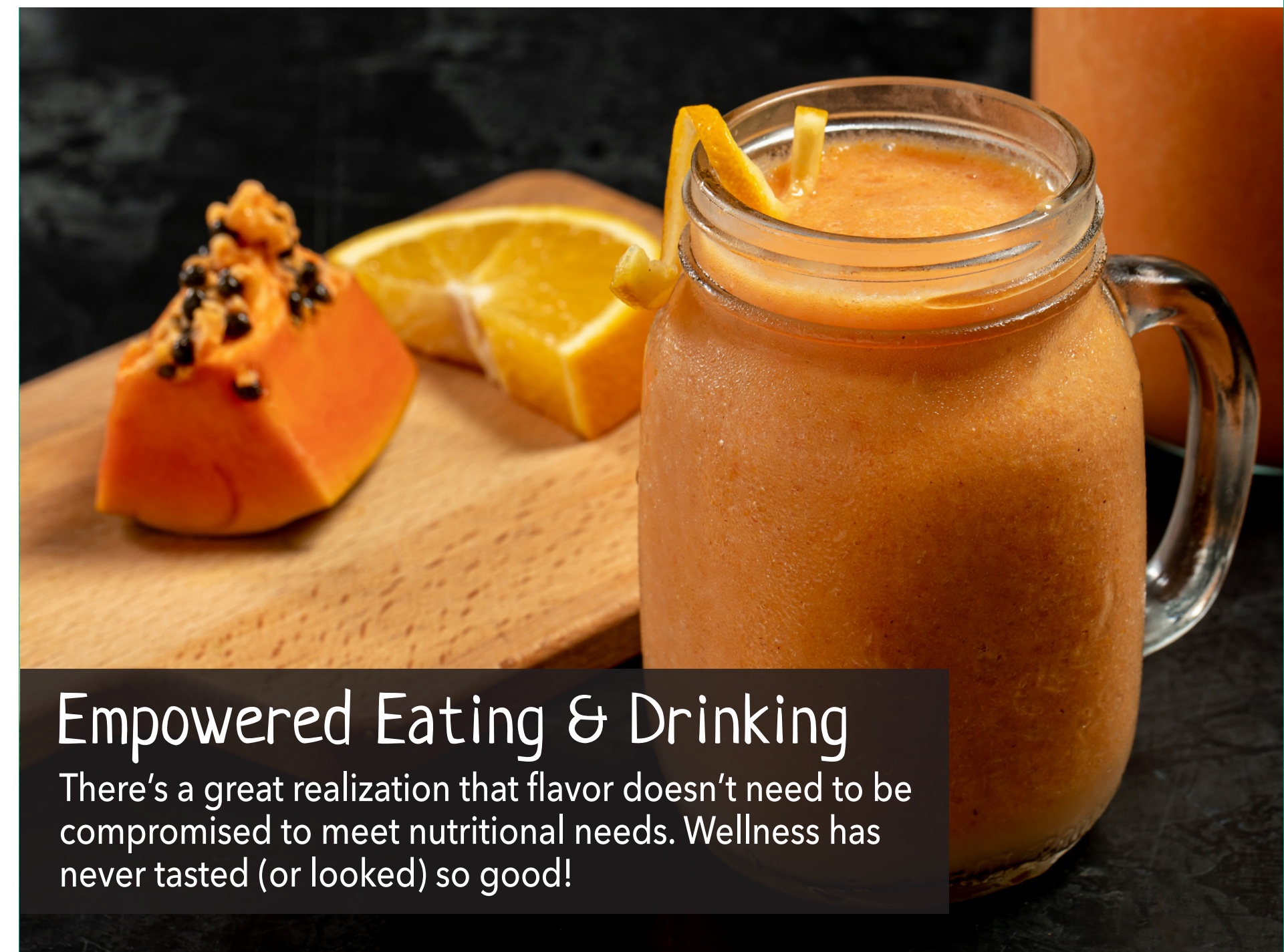
### Spicy (R)evolution

Buckle in and explore the sensory experience and enjoyment that both heat and spice bring to the table.



### Global Finds

Uncover global flavors that inspire innovation and 'honor the roots' by starting with traditional regional cuisine elements.



### Empowered Eating & Drinking

There's a great realization that flavor doesn't need to be compromised to meet nutritional needs. Wellness has never tasted (or looked) so good!



# Sweet & Seasonal Satisfaction

From simple to complex, sweetness provides an indulgent escape from the everyday, a chance to enjoy every sensorial detail of food and drink.



By using variations from traditional lemon, like the profile of the herb lemon thyme, you can deliver the fresh and familiar lemon flavor in unison with complex botanical notes giving a more natural and less candy taste experience.

Michael Petrone,  
Senior Scientists- Beverage, US

Smoking spices brings on a new dimension of flavor and aroma. Smoking sweet and aromatic cinnamon sticks gives a rich, robust grown up flavor that is perfect used in cocktails.

Ian Craddock,  
Sr. Research Chef, UK



# Spicy (R)evolution

Buckle in as we explore the evolution of spicy

## CHILIES OBSESSION

The nuanced heat of chilies can deliver sour, sweet and smoky – and sometimes even fruity elements.

### CHILIES



Chipotle



Aji Amarillo



Guajillo



Hot Sichuan  
Chile



Chile De Arbol

### CHILIES+



Red Pepper &  
Grapefruit



Chili & Cocoa



Cayenne &  
Tart Cherry



Ancho &  
Hibiscus

## HEAT BEYOND CHILIES

Beyond chilies, globally inspired sauces and seasoning blends can pack a punch of complex heat.



Chamoy Sauce



Harissa  
(Fiery North African  
Condiment)



Ethiopian Berbere  
Spice Blend



Sambal Sauce



Japanese 7 Spice



Korean Pepper Paste



Peri-Peri Sauce



Red Chili Sauce & Mango



Red Curry



Rendang Curry



Skhug Hot Sauce

## SENSATION SEEKING

The tingling pungency of pepper, mustard and wasabi deliver a complete sensorial experience.



Pepper (Black, White, Red)



Peppercorns + naturally  
sweet ingredients like  
dates and dragon fruit



Tellicherry Black  
Pepper & Berry



Peppercorn Mélange  
& Sake



Wasabi



Creole Mustard



Spicy is so much more than heat. It is just as much about the flavor that a spicy food brings to the table. Exploring unfamiliar spicy flavors is a way for the culturally-curious to experience a taste of cultures around the world.

*Allie Herold, Consumer & Market Insights, US*



# Global Finds

Uncover global flavors that inspire innovation and 'honor the roots' by starting with traditional regional cuisine elements.



Brazil



Mexico



Egypt



Eastern  
Mediterranean



Japan



Philippines



India

A blend of oregano, parsley, peppers and cumin that delivers the vibrant, flavorful traditions of Brazil.

Tempero Baiano / Bahian Seasoning

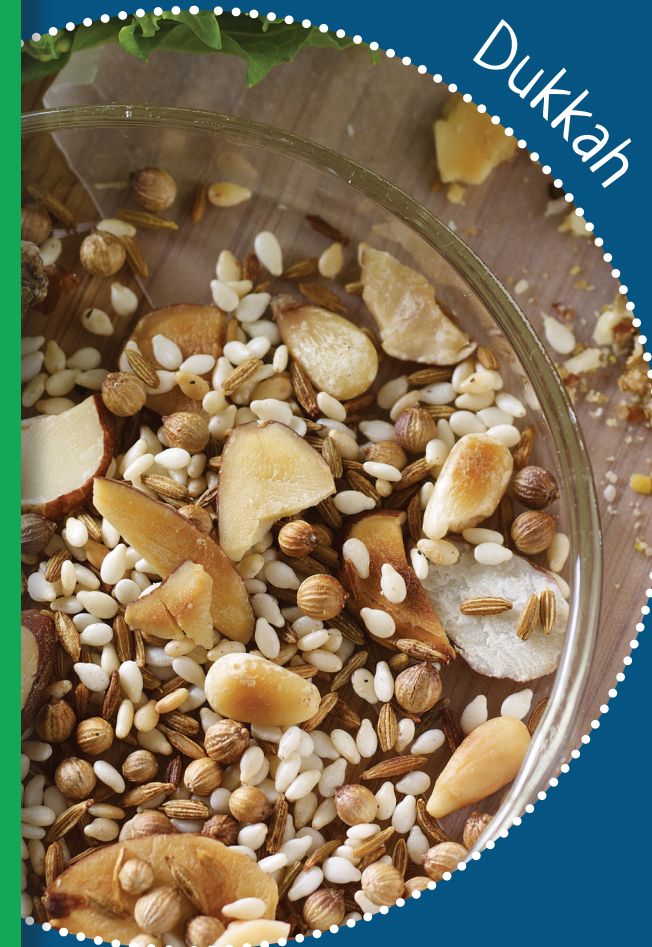


A popular sour orange and annatto-flavored Yucatan spice paste that is the ingredient in classic cochinita pibil (slow-roasted pork).



Mexican Recados

A customizable mix of toasted nuts and seeds that can be salty, sweet or even spicy.



Dukkah

Barberries liven up sweet and savory dishes, and pair well with baharat – a fragrant all-purpose Lebanese seven-spice mix.



Barberries, Baharat Seasoning

A coarse mixture of seaweed, sesame, dried seafood and sugar that offers umami deliciousness and a subtle sweet flavor, especially at Japanese Izakayas.



Furikake Seasoning

A popular Filipino street food made with banana ketchup and more that feeds the need for sweet, savory and spicy.



Pinoy BBQ

A fragrant blend of spices from the region of Kashmir used to season lamb dishes, chicken curries, vegetables and much more.



Kashmiri Masala



# Empowered Eating & Drinking

A highly flexible approach to wellness that has never tasted (or looked) so good!



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## Alternative "Pulse" Proteins

Packed with protein and nutrients, pulses are a satisfying meat alternative that are easily elevated with delicious ingredients.



Pigeon Peas paired with  
Cumin and Coconut



**Featured Entrée**  
Pigeon Pea Tacos Al Pastor  
with Coconut Lime Slaw

## Umami Veggies

For a fresh way to savor the tempting "fifth taste," look no further than naturally umami-rich veggies.



**Featured Side**  
Umami Vegetable Sauté with  
Tarragon and White Wine

## Blends with Benefits

Flavorful herbs and spices offer versatility to meals, desserts and drinks when paired with good-for-you ingredients.



**Matcha Green Tea with  
Ginger and Citrus**

**Featured Dessert**  
Matcha Green Tea Cake with  
Lemon Meringue Frosting

**Turmeric blended with  
Cocoa, Cinnamon and Nutmeg**

**Featured Drink**  
Orange Papaya and  
Coconut Smoothie



Some could consider a plant-base diet boring, but it is amazing how veggies, legumes, grains, and spices deliver bold flavor and develop a full taste experience without missing the meat!

*Azucena Domínguez, Sensory Sr. Researcher, México*