



McCORMICK

# Flavor Forecast<sup>®</sup> 2011

PEACH AND PROSCIUTTO PANINI WITH THYME AIOLI

BAKED EGGS WITH GOAT CHEESE AND GREEN PEPPERCORNS

## 2011 FLAVOR FORECAST<sup>®</sup> CONTRIBUTORS

### RICHARD BLAIS

Chef, Trail Blais/Flip Burger Boutique, Atlanta

### JADEN HAIR

Food Writer & Blogger, Steamy Kitchen, Tampa

### DIANE MORGAN

Cookbook Author, Diane Morgan Cooks, Portland

### SCOTT BOSWELL

Chef/Owner, Stella!/Stanley, New Orleans

### JOHNNY IUZZINI

Executive Pastry Chef, Jean Georges Restaurant, New York

### JACKIE NEWGENT

RD, Culinary Nutritionist & Author of *Big Green Cookbook*, New York

### STEVEN GEDDES

Executive Chef & Director, Local 127, Cincinnati

### CHARLES JOLY

Chief Mixologist, The Drawing Room, Chicago

### MICHAEL VOLTAGGIO

Chef, Los Angeles

### THE FLAVOR EXPERT

McCormick was founded in 1889 in Baltimore, Maryland. Today it is a global leader in the sale of spices, herbs and seasonings. McCormick sources high quality ingredients from far-reaching destinations to bring a world of flavors to consumers. The first flavor trend report originated in 2000.

For more information and recipes, visit [www.flavorforecast.com](http://www.flavorforecast.com).



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COCONUT-ALMOND CHICKEN STEW WITH CILANTRO

*It's an exciting time for flavor.*

Taste preferences are changing, palates are expanding. This newly confident passion for flavor demands food experiences that deliver on multiple levels of satisfaction and fulfillment. Flavor can offer comfort, provide pleasure, promote wellness and take the taste buds to exhilarating new places.

As people have become more adventurous and seek global cuisines, the McCormick® Flavor Forecast® has been on the leading edge of identifying emerging tastes and trends.

The flavor experts at McCormick were joined by a trendsetting group of chefs and food personalities to identify this collection of influential undercurrents that will shape the way we eat in the year ahead and beyond.

# top 10 FLAVOR PAIRINGS

1. Fennel & Peri-Peri Sauce
2. Pickling Spice & Rice Vinegar
3. Roasted Curry Powder & Wild Mushrooms
4. Caramelized Honey & Adzuki Red Beans
5. Ancho Chile Pepper & Hibiscus
6. Thyme & Stone Fruits
7. Mustard Seed & Vermouth
8. Cilantro & Nut Butters
9. Herbes de Provence & Popcorn
10. Green Peppercorn & Goat's Milk





SWEET AND SMOKY “PORK AND BEANS”

# trend watch

## 5 CURRENTS OF CHANGE

A collection of flavorful forces shapes the year ahead, celebrates the joy of eating and satisfies the appetite for life.

### **SPIRIT OF DISCOVERY**

A hunger for international culinary adventure propels exploration of unexpected ingredient combinations and unique ethnic profiles. Restaurants focused on regional cuisines, mobile food mania and the growing accessibility of new ingredients and techniques make it a cinch to add global flair with flavor.

### **FLAVOR WITH BENEFITS**

Flavor is delivering more than great taste. As science continues to reveal the promising health benefits of wholesome ingredients, eating for wellness is more achievable—and more enjoyable—than ever before. Inherently “good” foods nourish the body while balancing the mind’s desire for delicious flavors.

### **INVIGORATING AND UPLIFTING**

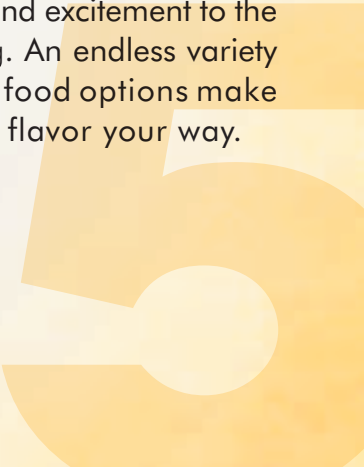
Foods and flavors that are cooling, exhilarating or psychologically recharging can stimulate the palate and dial up the thrill of eating. Exciting pops of spicy, sour, herbal and sweet flavors surprise the senses and bring new energy to dining.

### **SOUL SATISFACTION**

From hearty and sustaining to rich and indulgent, there are moments when it takes comforting favorites to soothe the mind, heart and taste buds. We’ve returned to sitting down and eating together, though our cooking habits and our “family” have evolved to suit changing lifestyles and changing palates.

### **CRAVEABLE CONTRASTS**

The interplay of contrasting tastes, textures and visual cues answers our intrinsic need for change, adding fun and excitement to the basic pleasures of eating. An endless variety of customizable and DIY food options make it possible to truly have flavor your way.





*The mellow acidity of rice vinegar with the exotic notes of pickling spice is a natural for pickling Asian root vegetables—and would be great with fruits like crabapples or cherries.*

- Diane Morgan, Cookbook Author, Portland



# discovery

MARINATED SHRIMP WITH MANGO AND RADISHES

## Fennel & PERI-PERI SAUCE



*A global rush for the senses.* Fennel is a cool counterpoint to the fiery kick of peri-peri (or piri-iri). As the desire for bold flavor adventure builds, this Mediterranean-African combo hits the mark.

Fennel delivers a double hit of licorice-like refreshment—a crunchy bulb and sweetly aromatic seeds, which also appear in many blends, including curries and the Moroccan mixture, ras el hanout. Peri-peri's fervor can range in intensity from pleasantly peppery to blazingly hot. This new-to-the-scene African hot sauce gets its signature flavor from a blend of bird's eye chili peppers, herbs, spices, lemon and garlic.

### TRY IT

In a knockout take on chicken wings, for a not-so-basic Bloody Mary, in Mediterranean lamb burgers with fennel aioli, to enliven steamed mussels and clams.

*Perfectly preserved flavor.* This dynamic pair serves up bright layers of tang and spice. Rooted in the renaissance of all things pickled, the aromatic two-some lends itself to much more than pickling.

The beguiling blend of cinnamon, allspice, mustard seed, coriander, bay leaves, ginger, chile peppers, cloves, black pepper, mace and cardamom has a classically balanced complexity. The modern match with rice vinegar is moving pickling spice from Grandma's cupboard to the forefront of epicurean exploration. With a harmonizing ability to bring out sweetness, saltiness and umami of other ingredients in a dish, versatile rice vinegar is becoming a condiment of choice.

## Pickling Spice & RICE VINEGAR



### TRY IT

In marinated shrimp with mango and radishes, to inspire endless varieties of quick pickles, as a high-impact brine for pork chops with apple slaw, in a twist on sour beef.



*This combo has great Thai inspirations. The key is to pair the right type of curry with the right wild mushroom—light with light and full with full.*

- Steven Geddes, Local 127, Cincinnati

# wholesome

CURRIED CHICKEN AND MUSHROOM SPRING ROLLS

*A rich and earthy goodness.* This “meaty” match brings well-traveled tastes back home and delivers a powerful hit of umami—versatile, nourishing and substantial enough to sit at the center of the plate.

Curry powder refers to any of the eclectic mixtures of sweet, pungent, hot and harmonizing spices that are a hallmark of Indian, Pakistani and Thai cuisines. Typically blended with coriander, turmeric, fenugreek, cumin, black pepper, ginger, cloves and red pepper, curry powder’s sharper notes are rounded out by roasting. The resulting masterpiece is a complex partner for the myriad of wild mushrooms that are now also wildly accessible, thanks in part to their emerging super-food status.

TRY IT

To stuff spring rolls or samosas, as a meatless wild mushroom ragu with pasta, in a satisfying risotto, layered in curried mushroom quesadillas.

## Roasted Curry Powder & WILD MUSHROOMS



## Caramelized Honey & ADZUKI RED BEANS

*Naturally complex and robust.* While this marriage of flavors may be a relatively new one to Western palates, it is rooted in the honest integrity of ingredients appreciated in many parts of the world.

Whether from clover, chestnut, alfalfa, avocado, sage, tupelo or wildflowers, honey is fast gaining fans as a naturally nuanced sweetener du jour. When slowly caramelized to coax new layers of toasty flavors, it can stand up to gutsy adzuki (or azuki) red beans. Indispensable in Asian cooking, the legumes are often fermented and ground into sweetened red bean paste and used to flavor ice cream, pastries and confections. The convenient canned variety is gaining the greatest popularity in the West.



TRY IT

As the star of beautiful glazed “pork and beans,” in an Asian interpretation of cassoulet, as the filling for baklava-inspired dessert bites, for added richness and dimension in bean soup.



*A more modern and exotic take on the classic combination of chile and lime, this amazing flower delivers just the right hit of acidity.*

- Michael Voltaggio, Chef, Los Angeles



**uplifting**

PEACH-GIN COCKTAIL WITH THYME SYRUP / ANCHO-HIBISCUS SPARKLING SANGRIA

## Ancho Chile Pepper & HIBISCUS



*Vitality in bloom.* This energetic duo is a feast for the eyes and the taste buds. Tart, floral notes of exotic hibiscus, alongside the lingering heat of ancho chile pepper, create a lively Latin combo.

The dried poblano pepper, ancho has hints of coffee, tobacco and raisin, making it a congenial culinary partner. Though its heat is less biting than many other chillies, ancho still delivers a hearty hit of capsaicin, the compound being studied for its antioxidant effects. Another emerging antioxidant star, the blush blossoms of hibiscus have a light tanginess and subtle cranberry flavor that are commonly infused into teas or syrups.

**TRY IT**

For an explosively delicious sangria or margarita, in south-of-the-border hibiscus frosted chocolate cupcakes, as a sweet-hot glaze for ribs or brisket.

*An exhilarating alliance.* With a tantalizing burst of refreshment, the minty character of adaptable thyme makes it a perfect partner for the sweet and sour flavors of stone fruits.

Thyme's mildly piney taste and versatility allow it to take center stage or share the spotlight with co-stars of varied flavor personalities. Juicy, fragrant stone fruits—such as cherries, plums, apricots, nectarines and peaches—awaken many of thyme's nuanced notes. And, while their warm-weather growing season is short; dried, frozen, and preserved versions bring a taste of summer to chilly winter months.

## Thyme & STONE FRUITS



**TRY IT**

In light salsas and relishes for grilled seafood, with fresh ricotta or brie, to inspire surprising takes on the panini, in a refreshing peach-gin cocktail.



*I love making my own nut butters — and combining the depth of toasted nuts with the clean freshness of cilantro is really inspiring.*

-Johnny Iuzzini, Jean Georges Restaurant, New York



# soul satisfaction

DIRTY MARTINI STEAK KABOBS

*Cozy, retro charm.* These well-bred ingredients bring a graceful elegance and warmth. Echoing the spirit of French bistro chic, the “old school cool” couple goes contemporary in the hands of today’s chefs.

To unlock mustard’s pungent, biting flavor, the seeds must be cracked then blended with a liquid. Here, vermouth adds botanical notes and releases the power of mustard. Essential in many classic cocktails, this fortified wine—in both dry and sweet varieties—is equally indispensable in the kitchen.

TRY IT

To create a savory sauce, in playful dirty martini steak kabobs, as the base of a hearty braising liquid for meats, in a fulfilling barley risotto with chicken and mustard greens.

## Mustard Seed & VERMOUTH



## Cilantro & NUT BUTTERS



*Feel-good, fresh comfort.* This ethnically diverse duo cuts a wide culinary swath across the globe—with a taste that’s simultaneously sweet and savory, hearty and herbaceous.

Cilantro—the leaves of the coriander plant—has a clean, citrus flavor, with enough backbone to stand up to sturdier ingredients, like nut butters. While the only question used to be, “creamy or crunchy?” the penchant for peanut butter has launched a new love for the versatile flavor, powerful protein and heart healthy, “good fats” of pureed almonds, cashews, hazelnuts, macadamias and more.

TRY IT

As a macadamia-studded sauce for Southeast Asian satay, in coconut-almond chicken stew, as an unexpected cashew butter riff on the classic cookie, in Latin-inspired peanut chicken with cilantro pesto.



*I love the acidity of the milk playing with the floral ting of the green peppercorns. It's kind of highbrow and intellectual, in an interesting way.*

- Richard Blais, Trail Blais/Flip Burger Boutique, Atlanta

# contrasts

CHEESECAKE TART WITH POPCORN CRUST AND BERRIES

## Herbes de Provence & POPCORN



*A playful, worldly pop.* When a taste for fun meets a craving for crunch, this mash-up delivers in spades. The snack food staple is elevated to new culinary heights when paired with this aromatic Provençal blend.

Herbes de Provence is becoming a go-to international herb blend for its flavorful flexibility. A naturally salt-free mosaic of rosemary, thyme, marjoram and savory, it's not unusual for supporting characters like fennel, lavender, tarragon and parsley to figure into the mix. The mélange finds a lighthearted partner in crunchy, nutty popcorn—a beautifully blank canvas for other sweet and savory flavors.

### TRY IT

In a dressed-up snack mix, crushed to add excitement to crispy coated chicken, as a whimsical crust for a cheesecake tart, to garnish warm soup or cool ceviche.

*Creamy, tangy and piquant.* The delicate bite of lively green peppercorns is a pleasing and colorful contrast to lush and ultra-creamy goat's milk—a farm-fresh duet that's full of subtle surprises.

With a tart acidity, silky goat's milk brings excitement to the dairy department. Beyond the soft log of chèvre, goat's-milk yogurt, butter and even ice cream are tasty alternatives to cow's-milk standbys. They find a peppy companion in vibrant green peppercorns. Most commonly associated with the kaleidoscopic medley in the pepper grinder, these unripe berries of the pepper vine have a milder bite.

## Green Peppercorn & GOAT'S MILK



### TRY IT

In a savory cheese spread or dressing, to wake up baked farm-fresh eggs, in a goat cheese and peppercorn muffin.