



Flavor Forecast[®] 2016



GLOBAL TRENDS
SHAPING THE FUTURE OF FLAVOR



Flavor Forecast® 2016

TASTE TOMORROW TODAY

HEAT + TANG

Spicy finds a welcome contrast with tangy accents—lime, rice vinegar, yuzu, tamarind, Meyer lemon, cranberry, kumquats and ponzu—to elevate the eating experience.

Peruvian Chilies + Lime: Citrus paired with rocoto, ají panca, ají amarillo and more

Sambal Sauce: Spicy Southeast Asian sauce made with chilies, rice vinegar, sugar and garlic

ANCESTRAL FLAVORS

Modern dishes reconnect with native ingredients to celebrate food that tastes real, pure and satisfying.

Ancient Herbs: Rediscover thyme, peppermint, parsley, lavender and rosemary

Amaranth: An ancient grain of the Aztecs with a nutty, earthy flavor

Mezcal: Smoky Mexican liquor made from the agave plant

BLENDS WITH BENEFITS

Flavorful herbs and spices add everyday versatility to good-for-you ingredients like matcha and chia.

Matcha Green Tea: Ginger and citrus balance the slightly bitter notes of matcha

Flax Seed: Mediterranean herbs invite flax to savory dishes

Chia Seed: Chia becomes zesty when combined with citrus, chile and garlic

Turmeric: Discover sweet possibilities when turmeric is blended with cocoa, cinnamon and nutmeg

Dark Chocolate and Cranberry Amaranth Bars

Pickled Peach and Black Beluga Lentil Toasts

Niçoise Salad with Chia, Citrus and Chile Crusted Tuna

ALTERNATIVE "PULSE" PROTEINS

Packed with protein and nutrients, pulses such as dried peas, beans and lentils are elevated when paired with delicious ingredients.

Pigeon Peas (called Toor Dal when split): Traditionally paired with cumin and coconut

Cranberry Beans (also called Borlotti): Perfectly enhanced with sage and Albariño wine

Black Beluga Lentils: Uniquely accented with peach and mustard

TROPICAL ASIAN

Adventurous palates seek flavors from new regions. Two spots in Southeast Asia—Malaysia and the Philippines—offer distinctive ingredients and signature recipes for vibrant fare.

Pinoy BBQ: Popular Filipino street food flavored with soy sauce, lemon, garlic, sugar, pepper and banana ketchup

Rendang Curry: Malaysian spice paste with mild heat made from chilies, lemongrass, garlic, ginger, tamarind, coriander, and turmeric

Pickled Watermelon Shrub Cocktail

CULINARY-INFUSED SIPS

Three classic culinary techniques provide new tastes and inspiration in the creation of the latest libations.

Pickled: Combines tart with spice for zesty results

Roasted: Distinctive browned flavor adds richness

Brûléed: Caramelized sugar note provides depth



McCormick Brings Passion to Flavor™ 

Now in its 16th year, the McCormick® Flavor Forecast® is on the forefront of identifying top trends and ingredients shaping the future of flavor. Created by a global team of McCormick experts—including chefs, culinary professionals, trend trackers and food technologists—the Flavor Forecast inspires culinary exploration and innovation around the world for years to come.

A global leader in flavor, McCormick & Company has been helping people create memorable food experiences for more than 125 years. Our leading brands make a meaningful difference in the way people create and experience food every day, inspiring healthy choices and connecting the world through flavor.

With an unrivaled focus on quality, McCormick delivers the taste you trust, sourcing the highest quality ingredients from 40 countries. Our global family of brands reaches consumers in more than 135 countries and territories, and can be found throughout the food industry—from retail outlets to food manufacturers to foodservice businesses—and in kitchens across the globe.

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Cover photo: Sambal Noodles with Shrimp and Chinese Broccoli
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