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5 FLAVOR INSIGHTS

These insights reflect emerging trends and key cultural influences that are shaping the tastes of tomorrow. Together, they tell an exciting story about how people everywhere are coming together for more diverse, colorful and flavorful meals than ever before.

CHILIES TO WATCH

GUAJILLO CHILE DE ARBOL TIEN TSIN AJI AMARILLO



The world is craving heat in a big way. Beyond just discovering new chile varieties, this obsession has extended into using techniques like grilling, smoking, pickling, fermenting and candying to tease out their flavor potential.

FLAVORS TO EXPLORE

KASHMIRI MASALA PANEER CHEESE JALFRE71



Indian food is finally having its global moment. Already familiar with basic curries, people around the world are taking their appreciation for this richlyspiced cuisine to the next level, exploring more flavors in new contexts, from food trucks to fine dining.

MUST-HAVE **INGREDIENTS**

TFA **NOODLES** CILANTRO/ CORIANDER



Big flavor can come from small spaces. As the movement toward more efficient compact kitchens grows, inventive urban dwellers are discovering creative, crossfunctional ways to prepare flavorful meals making the most of what's available.

INGREDIENTS ON THE RISE

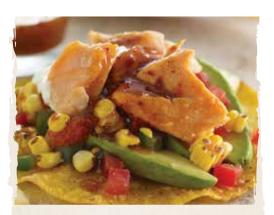
BLACK-EYED PEAS GUAVA CASSAVA FLOUR TEMPERO BAIANO



The world is about to shine its spotlight on Brazil, illuminating the vibrant flavors and traditions of a dynamic melting pot culture that includes European, African, Asian and Native Amazonian influences. Brazilian tastes are poised to emerge as a powerful influence in cooking around the globe.

FLAVORS TO EXPLORE

TOMATILLOS **RECADOS CHAMOY SAUCE**



Mexican flavors are on the move. From a growing taste for regional Mexican fare in North America to early exploration in China, cultures across the world are embracing authentic elements of this bright, bold and casual cuisine.

