



Flavor Forecast 2014

www.flavorforecast.com

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.

MODERN MASALA

FLAVORS TO EXPLORE

KASHMIRI MASALA
PANEER CHEESE
JALFREZI



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

CHILIES OBSESSION

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.

CLEVER COMPACT COOKING

MUST-HAVE INGREDIENTS

TEA
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, cross-functional ways to prepare flavorful meals making the most of what's available.

CHARMED BY BRAZIL

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.

MEXICAN WORLD TOUR

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.

McCormick Brings Passion to Flavor™

