



THE OMMMMMM  
OF MMMMMMM







*We celebrate two decades  
of our love for trendy tastes  
that we put into our plates!*





# CELEBRATING THE FLAVOUR TRENDS OF THE FUTURE WITH OUR FLAVOUR INNOVATION.

For 20 years, McCormick has been on the hunt for all the flavours having their moment. Our love to discover the latest ingredients, styles, experiences, and also reimagine some of our old favorites drive us to keep on searching for the next big taste!

In this issue, we feature our previous top trends and flavours from our signature Flavour Forecast —from those on the verge of widespread appeal to subtle undercurrents just beginning to materialize.

Also, the craving for heat is never going away as we unfold our second quarter for this year's Flavour Forecast. In fact, the desire for chili flavours in food is just going to increase as consumer palates adapt to spicier profiles.

So follow along, feast your eyes and join our flavourful adventure!

Sincerely,  
McCormick Flavoursolutions ASIA PACIFIC, Marketing and Insights Team





# TABLE OF CONTENTS

## III. THE FLAVOURACLE /

### CELEBRATE 20 YEARS OF FLAVOUR

All About Flavour Forecast .....	<b>2-3</b>
Featured Flavour Forecast Trends .....	<b>4-5</b>
What's Next in Flavours .....	<b>6-8</b>

### FLAVOUR FORECAST 2020 QTR. 2

What's Next in Spicy Flavours: Chili Obsession .....	<b>10</b>
Spices & Spicy Food Regional Signatures .....	<b>11</b>
Global Taste, Heat & Origins	
Mala .....	<b>12-13</b>
Sambal .....	<b>14-15</b>





# III. THE FLAVOURACLE

Celebrate 20 Years of Flavour Forecast

*Exploring the flavours of tomorrow for two decades and counting!*



**ALL ABOUT**  Flavour Forecast

When it comes to flavour, we're in the forefront. We love to identify emerging culinary trends and taste tomorrow's favourite flavours.

Since we began formally forecasting in 2000, we've helped move a host of trends and ingredients from obscurity to a popular place in top retail brands and restaurant menus.

Our Flavour Forecasts give our partners —from food manufacturers to food service companies— opportunities to be first to market with innovative flavours.







**To identify tomorrow's favourite flavours, we deploy a team of 100+ experts for a 12-14 month process.**



## BACKGROUND

The Flavour Forecast is an annual report featuring the emerging flavour trends and what drives what's next in flavour at restaurants, on retail shelves and in home kitchens.

Created to help you taste the flavours of tomorrow, it is translated, localized and used in over 15 global regions, showing how spices & herbs are on-trend and inspire new products in market.



Each spring, our experts convene to a Global Flavour Summit to explore flavour trends throughout the company's global network and with our expertise, we select emerging flavour trends that inspire chefs to create original Flavour Forecast recipes.





FEATURED FLAVOUR TRENDS



**2013**  
**HIDDEN POTENTIAL**

- **Steamed mussels and artichoke with hazelnut gremolata**
- The liberation of stunning flavours locked within ingredients – the artful transformation of underutilized parts.



**2014**  
**CHARMED BY BRAZIL**

- **Bahian-Spiced Chicken & Beans with Yuca Mash**
- Illuminating the vibrant flavours and traditions of a dynamic melting pot culture.



**2015**  
**COOKIES REIMAGINED**

- **Peanut Butter Snickerdoodle Tart with Cinnamon Peanut Crust**
- Classic spiced cookie flavours take new form in decadent, imaginative desserts that redefine “milk and cookies”.



**2016**  
**BLENDS WITH BENEFITS**

- **Nicoise Salad with Chia, Citrus and Chile Crusted Tuna**
- Flavourful herbs and spices add everyday versatility to good-for-you ingredients like matcha and chia.



FEATURED FLAVOUR TRENDS



**2017  
EGG YOLKS:  
THE SUNNY  
SIDE OF FLAVOUR**

**Mediterranean  
Vegetable Shakshuka**

Taking on the different tastes and styles of each dish, yolks add excitement, protein and exceptional flavour.



**2018  
JAPANESE  
IZAKAYA EATS**

**Fried Chicken Rice Balls  
with Creamy Plum  
Vinegar Ginger Sauce**

Izakayas—Japanese gastropubs—serve up casual tasting plates, similar to Spanish tapas.



**2019  
MEXICANA VEGANA**

**The vibrant streets and food halls are alive with vendors offering small, fulfilling Mexican Vegan bites, called antijitos.**

Other vegan meat alternatives include: Tofu, Cauliflower, Potatoes and Lentils.



**2020  
GLOBAL FLAVOURS**

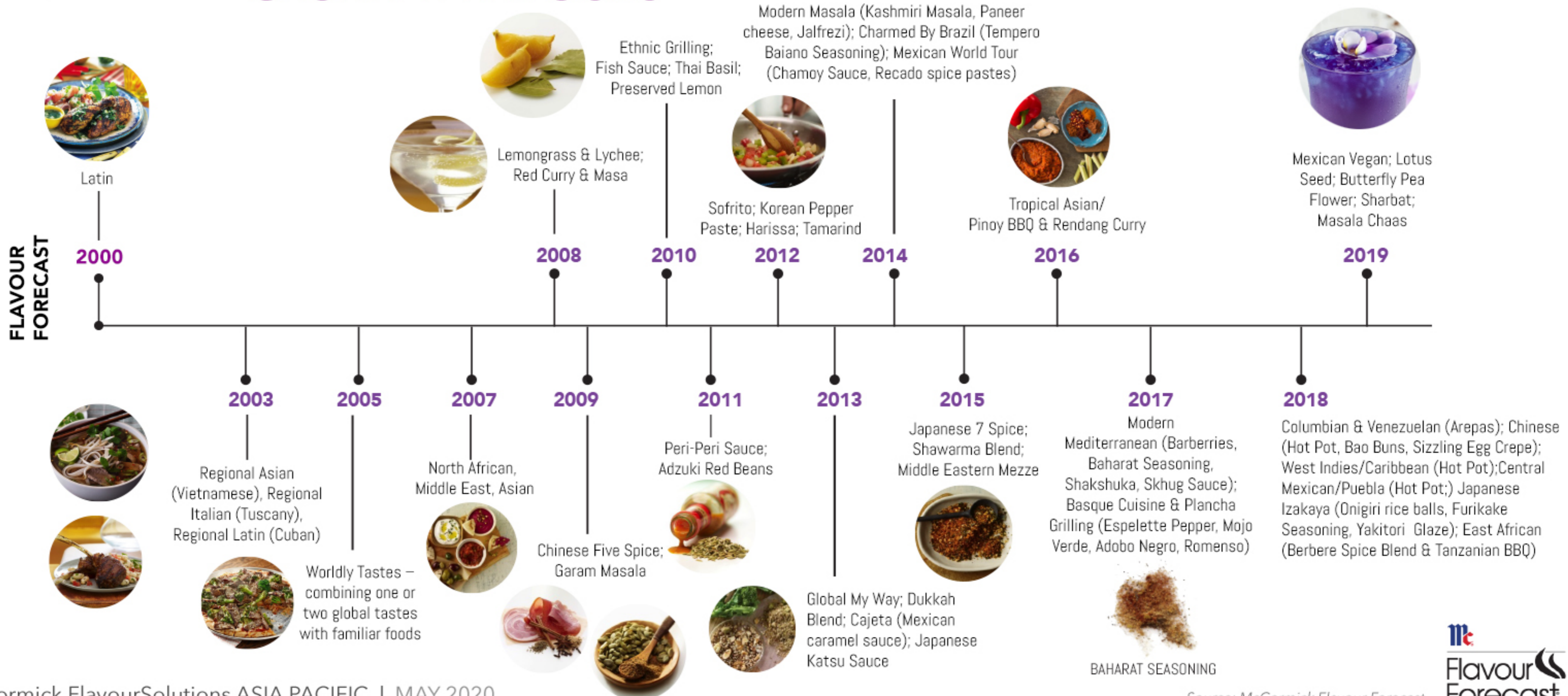
**Traditional XO sauce**

This umami-packed condiment is the whole package - savoury, smoky, sweet, spicy and salty - thanks to key ingredients like dried shrimp, cured ham, chilies, onion, oil and more.





# WHAT'S NEXT IN GLOBAL FLAVOURS







# WHAT'S NEXT IN HEALTH & WELLNESS







# WHAT'S NEXT IN SPICY FLAVOURS







# I. THE FLAVOURACLE

Flavour Forecast 2020 Qtr. 2

*The search for the next big taste is here for today's global consumers.*



# WHAT'S NEXT IN SPICY FLAVOURS: CHILI OBSESSION

Heat alone is not enough.

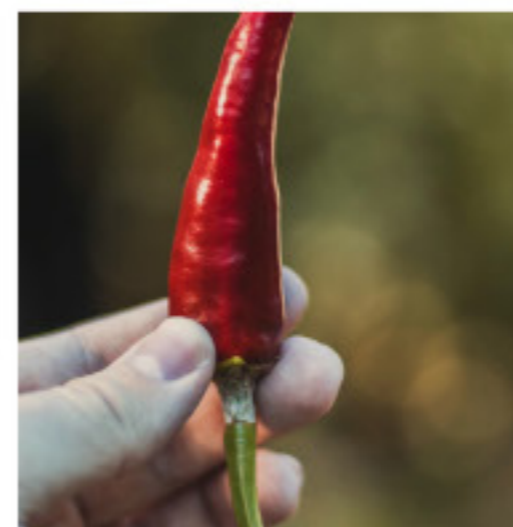
Consumers now want an **intense experience** with different flavour combinations which challenge the normal level of spiciness.

The types of chili that consumers are eating is also proving important, with consumers getting better informed about different chili flavours and **specific pepper variety**.



XO Sauce, Suya Spice, Gunpowder Spice

In 2019, **more than 50 percent** choose spicy options when dining out or making meals at home.



2020





**SPICES & SPICY FOOD  
REGIONAL SIGNATURES**



**SOUTHEAST ASIA**

**Signature Flavour:** Sambal  
**Featured Chili:** Adyuma (Habanero), Bird's Eye Chili  
**Other Featured Flavours:** Shallots



**KOREA**

**Signature Flavour:** Gochujang "Samyang"  
**Featured Chili:** Korean Hot Pepper Powder  
**Other Featured Flavours:** Rice Powder & Fermented Soybeans



**CHINA**

**Signature Flavour:** Mala  
**Featured Chili:** Szechuan Pepper  
**Other Featured Flavours:** Dried Shrimp, Garlic & Shallots



**MYANMAR**

**Signature Flavour:** Balachaung (Relish)  
**Featured Chili:** Dried Chilis  
**Other Featured Flavours:** Dried Shrimp, Garlic & Shallots



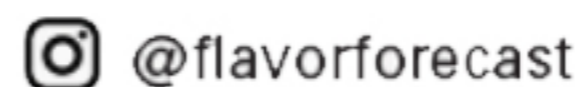
**JAPAN**

**Signature Flavour:** Shichimi Togarashi  
**Featured Chili:** Sichuan Pepper/ Tien Tsin  
**Other Featured Flavours:** Dried Orange Peel, Sesame Seeds, Dried Ginger & Seaweed



**INDIA**

**Signature Flavour:** Chaat Masala  
**Featured Chili:** Dried Chilis, Guajillo Chiles  
**Other Featured Flavours:** Cumin, Dried Mango Powder, Coriander Power, & Black Pepper



Visit our Flavour Forecast website and Instagram for more information and recipes.  
[www.mccormick.com/flavor-forecast-2019](http://www.mccormick.com/flavor-forecast-2019)

Source: McCormick Flavour Forecast 2020 Quarter 2







## GLOBAL TASTE, HEAT & ORIGINS: MALA

Mala sauce consists of **Sichuan peppercorn**, **chili pepper** and various spices simmered with oil. The word that most frequently defines Sichuan cuisine is "ma la", joining the **numbing "ma"** to the **heat of chili, "la"**.

Regarded as a regional dish for **Chongqing** cuisine and **Sichuan** cuisine, it has become one of the most popular sauces in Chinese cuisine and spawned many regional variants.

The spiciness that stems from it also now includes strong-tasting condiments like onion, garlic, leek, sweet wormwood and mustard which are greatly used in the South East Asian region.



In 2020, spice in terms of **"Mala"** still continues on an uprising trend.



## POPULARITY

**Singapore** and **Thailand** are the hotbeds for Mala innovation as the two markets have a rich history of eating hotpots.

 @flavorforecast Visit our Flavour Forecast website and Instagram for more information and recipes.  
[www.mccormick.com/flavor-forecast-2019](http://www.mccormick.com/flavor-forecast-2019)

Source: McCormick Flavour Forecast 2020 Quarter 2; <https://www.kalsec.com/ebook-spicy-perceptions/>

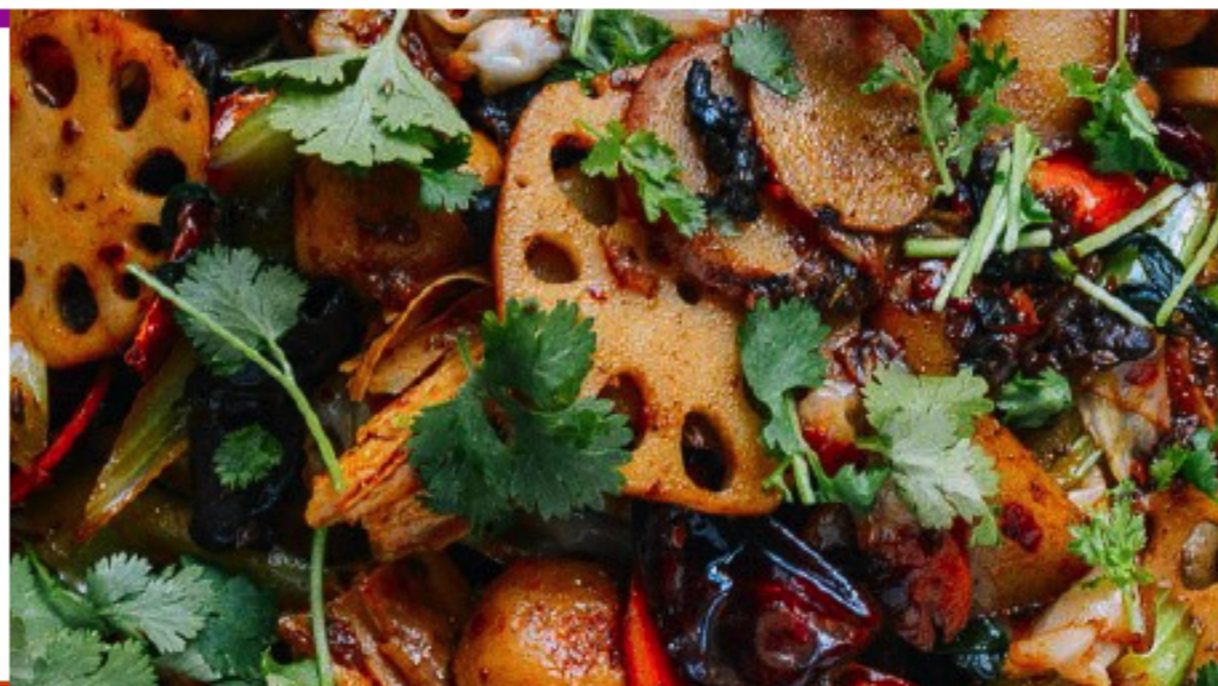


# MALA & APPLICATIONS



## MALA COOKING STYLE

The style of cooking with "Mala" rarely use fresh chilis in their cooking, but instead opt for **chili sauces or dried and pickled variants**.



## MODERN TWIST

Sichuan peppercorns have a very distinct fragrance to it, very different from other peppercorns with slight lemony notes yet not as spicy.



## CROSSOVERS

**Mala Pizza @ Tino's**

Pizza comes scattered with toppings like bacon, mushroom on a mala base.



## IN RETAIL

**Mala Konjac Tteodeeoboki**

Mala flavoured with konjac.



## MALA INSPIRED – MALA XIANG GUO

Mala xiang guo is a Chinese food dish. It contains **meat** and **vegetables**, known to be **salty** and **spicy**.



## BEVERAGE

**Hua jiao (flower pepper)**

can be seen in Belgian ales, lagers and countless cocktails, such as the Sichuan Negroni.

@flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes. [www.mccormick.com/Flavor-forecast-2019](http://www.mccormick.com/Flavor-forecast-2019)

Source: McCormick Flavour Forecast 2020 Quarter 2







## GLOBAL TASTE, HEAT & ORIGINS: SAMBAL

Sambal is an **Indonesian** chili sauce or paste typically made from a mixture of a variety of chili peppers with secondary ingredients such as **shrimp paste, garlic, ginger, shallot, scallion, palm sugar, and lime juice.**

Sambal has been gaining traction from the years 2018-2022 and used frequently in Southeast Asian Cuisine. It can also be used to add heat and flavour to marinades, dips, sauces, and spreads.




### PRESENCE IN RETAIL

Sambal has been used ubiquitously in all matters of food, reigning supreme in **Sauces & Seasoning**, followed by **Meals & Meal Centres.**

**APAC** dominated the global sambal market with **55%** share in 2017.



GEOGRAPHY

 @flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes.  
[www.mccormick.com/flavor-forecast-2019](http://www.mccormick.com/flavor-forecast-2019)

Source: McCormick Flavour Forecast 2020 Quarter 2; Technavio

  
Flavour  
Forecast



# SAMBAL & APPLICATIONS

## SAMBAL KACANG

The main ingredients for this Sambal are roasted peanut and chili. It adds flavour to grilled skewered meat, such as satays.



## GREEN CHILI: SAMBAL IJO PADANG

Create a milder Sambal by using jalapeños, or a mixture of jalapeños and birds eye, as long as they're **green!**



## CROSSOVERS

Sweet and Spicy  
Sambal Chicken Wings

## SAMBAL CABE JIO: GREEN SAMBAL

This particular Sambal is known to be **tangy, spicy, a little sweet, and very addictive.** It can be stir-fried with prawns or a fried snapper, or even tossed with instant noodles.



## SAMBAL PETAI

Although it gives a unique, peculiar note to the overall spiciness, Sambal Petai has still been used frequently with many cooking styles, especially in stir-fry.

**IN RETAIL**  
Spicy Fried Shrimp  
Flavoured Potato Chips



 @flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes.  
[www.mccormick.com/Flavor-forecast-2019](http://www.mccormick.com/Flavor-forecast-2019)

Source: McCormick Flavour Forecast 2020 Quarter 2





**McC** **Flavour**solutions  
GENUINE FLAVOUR • INSPIRED SOLUTIONS

MAY 2020 | ISSUE 8