

Asia Pacific

# The OMMMM of MMMMM Appetite for adventure in food & flavours

Issue 14 | November 2021



Explore adventurous flavours  
from across the world and  
deep dive into the latest *flavour*  
trends in the McCormick®  
Flavour Forecast® 21st edition!

# Bringing you the most thought-provoking *flavour* trends that will excite your senses!

Flavours can be a bridge to many cultures in an increasingly connected and adventurous world that requires little translation. Driven by the desire for new experiences, consumers are now looking for unique flavours and flavour combinations that excites their palates, and they're always on the lookout for the next big thing.

In this issue, we will explore food and flavour innovations from across the world that appeals to many adventurous taste seekers. We'll also discover the latest global trends in various food categories that captivate today's consumers.

Our McCormick® Flavour Forecast® 21st Edition report continues as we dive into the fresh, earthy, under discovered ingredients and textures of the underwater world. We'll go deep into the coastal flavours and the oceanic wonders like sea botanicals and saltwater that will completely redefine food, seasonings, and beverages.

Get ready to plunge into a flavourful adventure with the OMMMM of MMMMM!





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# I. The Foodture

Sensory explorers seeking out  
adventurous *flavours*

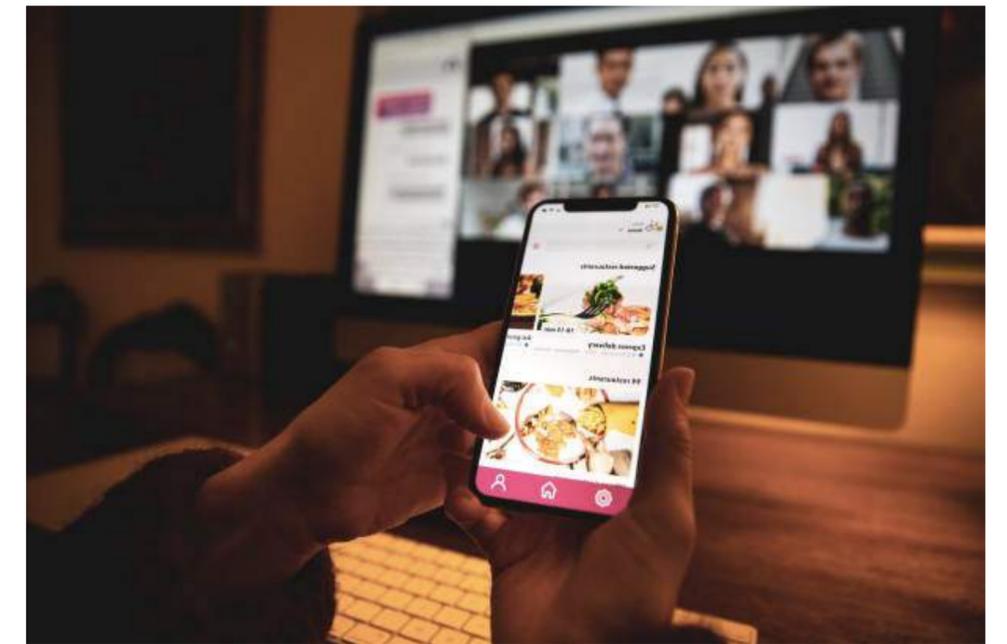
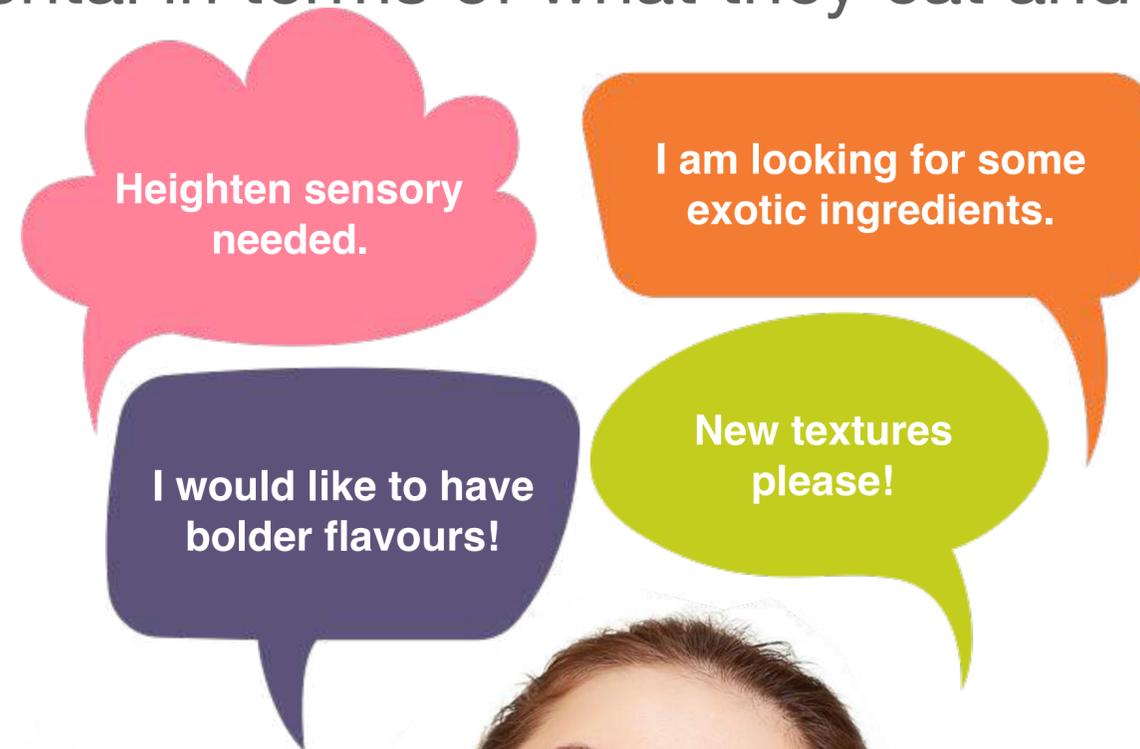
Discover what today's adventurous food consumers are looking for.

# The rise of adventure *seekers*

Driven by a desire for new experiences and exploration, consumers today are becoming more experimental in terms of what they eat and drink.



In today's connected world, food and flavour trends spread faster than ever.



Consumers of all ages are learning about other cultures as a result of increased globalisation and the creation of social media.



# Sense of the intense

Intense physical and sensory experiences give life, brands and products deeper meaning.



**43%**  
of Australian consumers regularly look for new flavours to try.  
Source: Food & Drink - Global 2021

Purchase decisions are influenced by sensory experiences provided by products that stimulate touch, scent, or other sensory criteria.



## ECLIPSE™ X UCR mint mocha

Fresh breath coffee  
Australia

Mars Wrigley's teams up with Undercover Roasters to create the world's first coffee that leaves you with surprisingly minty fresh breath.



## Changsha Xuedi ice cream

Novel format  
China

Snow King (Xuedi) has launched an ice cream that resembles Changsha's infamous stinky tofu.



## Fanta carbonated soft drinks

Mystery flavour  
Denmark

Fanta introduced a neon green Fanta variant with a secret flavour.



Source: Mintel, <https://campaignbrief.com/mars-wrigleys-and-undercover-roasters-unveil-the-eclipse-mint-mocha-via-thinkerbell/>, <https://reports.mintel.com/trends/#/observation/1018997>, <https://www.coca-cola.dk/kampagner-konkurrencer/whatthefanta>



## Extend my brand

Brands are expanding into new categories and demographics to find new business as well as intrigue consumers.



**79%**

of Malaysian consumers agree that they seek fun in all aspects of life.

Source: The Hollistic Consumer-Global 2021

When it comes to making a purchase, familiarity and trust are important factors to consider. Besides that, many consumers have a strong attachment to the brands they enjoy.



### Haidilao lipstick

Hot lips  
China

Haidilao is releasing three lipstick shades that are named after the ingredients in its hotpot.



### Netflix online store

New categories  
USA

The streaming giant's new e-commerce site, Netflix.shop, will sell merchandise related to popular shows.



# Challenge accepted

A growing momentum to take on new challenges is driving consumers to reach new heights and uncover new passions.



35%

of Thai consumers say they would be interested in visiting a restaurant with amazing photo-worthy decoration.

Source: Eating out decision making - Thailand, 2020

Customers are enticed to try a dish that is bold and flavourful if it is featured in a restaurant or grocery store.



## Taobao maker festival

Phygital  
China

At the Taobao maker festival, visitors and netizens can take part in a phygital (physical + digital) treasure hunt challenge.



## Marmite limited-edition spread

Unusual combination  
UK

Marmite has released a new limited-edition 'dynamite' spread that has a fiery chilli flavour.



## Bangkok restaurant toy pandas

Panda-mic  
Thailand

A Thai restaurant is enforcing social distancing by getting diners to eat with stuffed pandas.

A group of people are dining in a restaurant. In the foreground, a woman on the left and a man on the right are smiling and laughing. The man has a beard and is wearing a light blue shirt. In the background, other people are visible, some looking towards the camera. The setting is a well-lit restaurant with warm lighting and blurred background lights.

# II. Eatsighting

Flavour *innovation* around the world

Explore the flavours that fascinate and challenge adventurous taste seekers.



# Taste is the most important factor for consumers when deciding whether or not they like a product

In a 2020 survey by the International Food Information Council Foundation, the vast majority of those surveyed cited taste as the primary reason for purchasing a product.



## Consumers are looking for excitement in flavours

# 61%

of Indians love trying new things including new food & flavour trial.



### Pair sweet & spicy flavours

# 38%

of urban Thai consumers want to try dishes with a sweet and spicy flavour, such as honey & jalapeño.



### Pair sweet & savoury flavours

# 40%

of urban Indonesian consumers want to try dishes with a sweet and savoury flavour, such as salted caramel.





# 40%

of Australians find the most appealing part about eating or drinking meals made outside the home is the unique and exciting flavours.



Source: Mintel, <https://www.taste-institute.com/en/resources/blog/importance-of-taste-in-product-development>, APAC Metro Study Thailand 2018; APAC Metro Study Indonesia 2018, Globaldata

# 1. Savoury snacks - Asia Pacific

Snack brands innovate around intriguing and adventurous flavours



**33%**

of Thai consumers are interested in snacks with unusual flavour combinations.

The most typical flavours in snacks are salt and cheese, although different varieties of cheese and unusual options like tea and coffee are likely to keep adventurous consumers engaged.

## Asian snack brands explore European cheese flavours



**Bourbon cheese jaga camembert cheese potato chips**  
Japan

This crispy potato snack has a rich Camembert coating.



**Sunbites italian parmesan cheese baked multigrain snacks**  
Thailand

This limited-edition baked product is composed of multigrains and has 40% less fat than a fried grain snack.



**Homeplus signature gorgonzola shrimp snack**  
South Korea

This product contains 6% of ground raw shrimp and gorgonzola cheese, to provide savoury & aromatic flavours.

## Restaurant-inspired chips



**Walkers crisps**  
UK

This product has launched a line of limited-edition crisps inspired by local restaurant meals like madras curry and fish & chips.

## Coffee and tea flavours inspire snacking innovation



**Blackstone gourmet snack co.**  
Australia

This product is made up of caramel-coated gourmet popcorn and hazelnuts with a white compound chocolate drizzle and latte flavour.



**Frito lay mike premium popcorn with lipton milk tea**  
Japan

This product is made with GMO-free corn and contains tea leaf extract used for Lipton brand milk tea. It is said to have a rich aroma.



**Tao kae noi bubble milk tea flavour crispy seaweed**  
Singapore

This product is made from premium seaweed that has been processed using cutting-edge technology to retain its crispness and natural taste.

## International flavoured chips



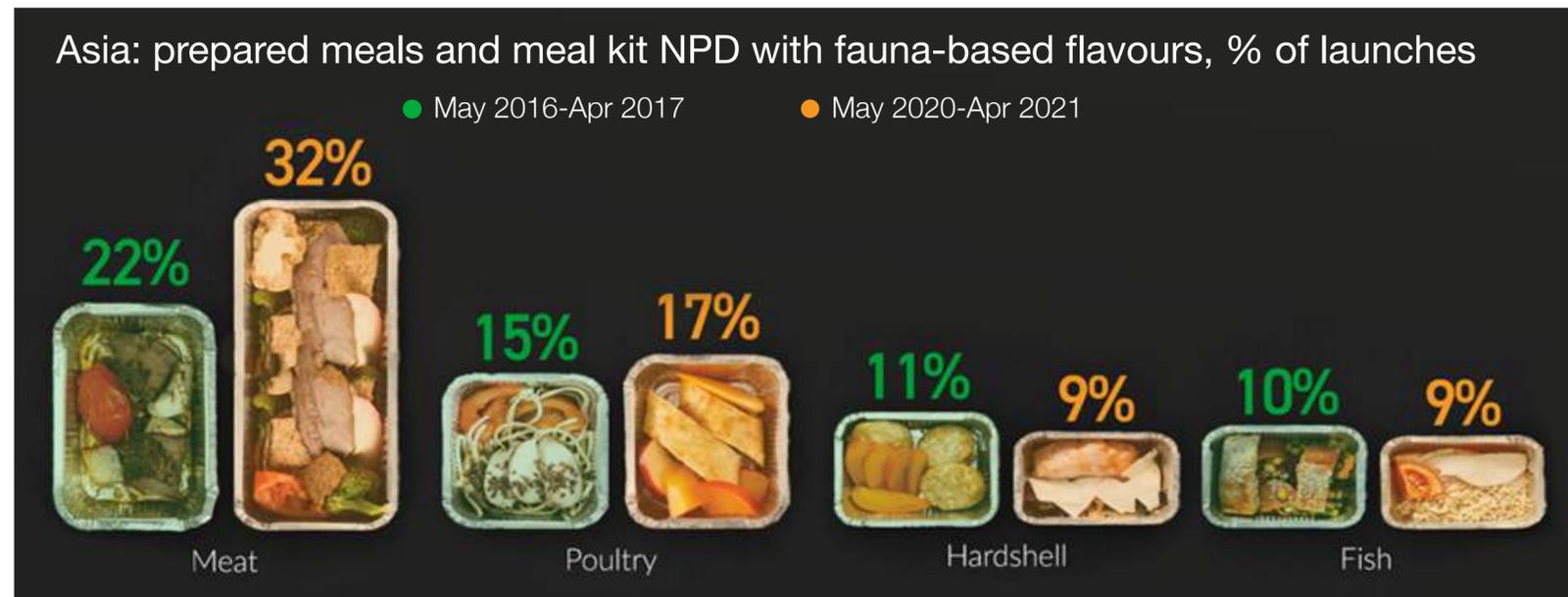
**Pringles passport flavours**  
Australia

This product has introduced a new flavour series that allows consumers to easily enjoy international cuisines.

## 2. Ready meals - Asia Pacific

### Meat-based flavours dominate innovation

Prepared meals are targeting foodservice-deprived consumers by expanding flavour preferences



Despite the rising popularity of veganism and plant-based alternatives in Asia, meat-based flavours remain popular. Fauna-based flavours (meat and poultry) have also grown in popularity in prepared meal and meal kit launches during the previous five years.

#### Thao tien chop steak beef steak meal kit Vietnam



This product is part of a new range of beef-centric ready meals.



#### Charmfre spicy chicken knife-cut noodle South Korea

This product is said to be the first in South Korea to use animal-welfare-certified chicken.

Vegan, vegetarian, and plant-based claims are on the rise in Australia and New Zealand.



#### Coco & Lucas' kitchen earth meal for one! chickenless satay, veggies & rice Australia

This product features plant-based chicken pieces, cooked in a secret peanut-free satay sauce.



#### Ruffie rustic foods thai green chicken-ie curry with long grain rice Australia

This product comprises plant-based chicken-ie pieces topped with a Thai green curry sauce, carrots, green beans and pumpkin.



#### Plantry plant based food co. pad thai Australia

This product is batch made by professional chefs with quality ingredients and then frozen to bring out the delicious flavours.

**"Brands look to Asian flavours to entice consumers to plant-based ready meals in Australia."**

# 3. Pasta, rice and noodles - North America

## Introduce global flavours in accessible microwavable formats

Brands are making exotic flavours more accessible to consumers by using convenient microwavable packaging.



**36%**  
of US adults say they would like to see more international flavours in grocery stores.

**22%** of US adults agree that a product available in a prepared pack would motivate them to try new cuisines.

### Microwavable launches with global flavours



**One culture foods  
Taiwanese beef noodle  
USA**

This microwavable product celebrates the flavours of the Asian-American experience.



**West African inspired  
spicy jollof rice  
USA**

This vegetarian, microwavable product is inspired by West African cuisine.

### Brand innovation / renovation



**Nissin cup noodles stir fry  
microwavable & soupless  
USA**

This product provides takeout-style Asian meals that are ready in minutes.

# 4. Cooking sauce & seasoning - North America

## Using spices to take consumer to faraway places

Internationally-inspired flavours keep lockdown consumers connected to exotic travel hotspots they can't yet fly to.

North America: top three cooking and pasta sauces with spice as an ingredient, by selected spice ingredient, % of launches, Feb 2019-Jan 2020



There has been a noticeable increase in turmeric and cardamom in recent launches of sauces containing a spice ingredient.



### Masala mama coconut curry all natural simmer sauce USA

This product is a mild Goan curry sauce that gets its flavour from subtle spices and a blend of coconut and tamarind.



### Seoul Kalbi Sauce USA

This product is a Korean BBQ sauce and offers a combination of sweet and savoury flavours, and a zing of ginger.

# 5. Biscuits, cookies and crackers - EMEA

## Upping the indulgence with novel flavours as a permissible treat



**57%**  
of German adults say they would be interested in choosing a healthier sweet biscuit.

**75%** of UK adults buy sweet biscuits based on the taste.

## Halo ingredients help drive home health messaging



**Swedish protein deli simply seeds vegan & grain-free crackers**  
Sweden

This product contains 40% protein from seeds, is high in fibre and is described as an ideal protein boost for sports.



**Fiorentini organic black rice cakes with turmeric**  
Italy

This product features black rice which is a source of minerals such as phosphorus and magnesium.

# 6. Quick service restaurant (Fried Chicken) - Global

## Innovative use of flavours to engage the audacious seekers

### *Bucket upgrade*



### **The big easy X fireball whisky** Australia

A bucket of six big pieces of fireball-infused chicken and a bottle of fireball hot sauce with a 16% alcohol content.

### *Sweet 'n' saucy*



### **Kentucky fried chicken** USA

A piece of fried chicken placed between two glazed doughnuts.



### **Happy ending burgers** Australia

Fried chicken with spicy honey & vanilla ice cream between two buns.



### **The melt shop** USA

Crispy chicken, cheddar, jalapeño-studded pimento cheese, & Mike's hot honey.

### *Nashville hot 2.0*



### **Bus stop BBQ** UK

Nashville fried chicken with hot sauce, dressing and green chili coleslaw.

### *K-kluk*



### **Busan baby** Australia

Korean fried chicken.

### *Jerkin' fry*



### **Only jerkin'** UK

Caribbean twist on fried chicken.

### *Indian spice*



### **Gymkhana** UK

Chennai chicken 65 with lentil podi and ginger.

### *Thai inspired*



### **Crying tiger street kitchen** Philippines

Thai fried chicken "Gai Tod".

# Let's create great *flavours!*



## Spice & herb flavour alternatives

Tap into FlavourSpice™, our collection of spice and herb flavour alternatives, to help you eliminate challenges faced such as inconsistency, functionally and raw material volatility when developing products with natural form.



## Masking. Enhancing. Balancing taste

Whether removing ingredients to meet dietary restrictions or solving for ingredient inconsistency, FlavourFull™, our unique flavour modulation technologies, can help you ease the burden of cost-in-use targets while meeting changing consumer preferences.



## Citrus flavour solutions

Through decades of knowledge and experience, we leverage integrated expertise in extraction of fruits to “add back” citrus flavours to your products – from beverages to snack bars.

**Contact your McCormick account manager today or visit us at our website to learn more.**



# III. Flavouracle

**McCormick® Flavour Forecast® 21st edition:**

*Underwater, Under Discovered*

Dive into the deep blue sea's unlimited possibilities when it comes to ingredient innovation.

We continue our search for tomorrow's most outstanding flavours with the McCormick® Flavour Forecast® 21st edition. Get ready to explore undiscovered flavours and ingredients that will excite the senses and bring global culinary & dining experiences full circle.



*Plants pushing boundaries*



*Humble nosh*



*Underwater, under discovered*



*Physiological Eating*

**Indulgent, satiating, sensational & playful**

Flavourful vegetables, fruits, & botanicals are being pushed into sweet and savoury food & beverages, in addition to their health benefits. This is the way plant-based food will be in the future.

**Approachable, nostalgic & global**

We mix emerging global flavours with universal food & beverage forms to 'travel locally' and easily experience new flavours, drawing inspiration from the Yiddish term -nashn, which means "to nibble on."

**Fresh, earthy & under discovered**

Bringing coastal flavours to the kitchen, exploring the underwater world's potential and under discovered texture and ingredients.

**Balanced, intentional & delicious**

Mindful eating and intentional ingredients are needed to gain mind-body balance. The reemergence of this ancient philosophy is the next big thing in health and wellness.



# Underwater, Under Discovered

Fresh, earthy & under discovered.

We tap into the potential of the underwater world and its interesting flavours, ingredients, and textures, like those from fresh and salt water, seaweeds, and algae, to innovative new takes on seafood, in Underwater, Under Discovered.

## I. Underwater botanicals

## II. Salt water

The deep blue sea offers limitless potential when it comes to ingredient innovation. Salt water and sea botanicals are just a few of these wonders totally reinventing snacks, seasonings, and drinks.

### Trend signals:

“Seaweed brings together sustainability and nutrition; seaweed as seasoning, powdered seaweed—mix into whatever, perhaps seaweed bread—it is going to go somewhere.”

The global algae products market is forecasted to register a **CAGR of 5.1%** from 2019 to 2024.

Kardashian recently tweeted to her fans in a Q&A that she enjoys the occasional **sea moss smoothie**.



# Underwater, Under Discovered

Fresh, earthy & under discovered.

## I. Underwater botanicals

There's a whole garden of ocean botanicals ready for the picking, with untapped flavour, colour, and nutritional potential.



**Pringles nori seaweed flavoured potato chips**

Japan | August, 2021



**Super instant cereal drink with spirulina**

Malaysia | August, 2020



**Honlife select spicy flavoured crispy kelp knots**

China | September, 2021



**Babijoa organic chlorella rice chip**

South Korea | April, 2021

Exciting underwater ingredients, such as seaweeds, spirulina, kelp, and chlorella, infuse big, umami-forward flavour into snacks, meals, and beverages.



# Underwater, Under Discovered

Fresh, earthy & under discovered.

## II. Salt water

Food & drinks with salt water have a fresh, briny flavour. It can also provide an experiential component to eating and drinking.



**Buttermilk fried chicken made with 24-hour sea salt brine**

@goodecobbq



**Vegetarian gin and tonic sea oysters with salt water burst**

Featuring McCormick® dill weed from Chef Simone Fergie



**Sea water martini tonic with sea grape garnish**

Chef Gabby Quintana | US

Salt water is the ultimate flavour enhancer. Put the trend to the test yourself with unexpected dishes like sea-salt-brined buttermilk fried chicken, sea oysters with a burst of salt water or a sea water martini.



*Plants pushing boundaries*



*Humble nosh*



*Underwater,  
under discovered*



*Physiological Eating*

Indulgent, satiating, sensational & playful

Approachable, nostalgic & global

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**Looking for more interesting trends in McCormick® Flavour Forecast® 21st Edition?**

**Check out this link today and have a flavourful experience!**

<https://www.mccormickforchefs.com/2021-flavor-forecast-splash>



Let us help you meet the world flavours demand of tomorrow!

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