



GLOBAL FLAVORS

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

2022 TREND REPORT BITE

EN ROUTE TO FLAVOR

For a while there, consumers' worlds were small, with travel on hold and dining spent mostly at home. Now, after home chefs experimented with a host of new recipes (thanks, TikTok, YouTube and visual-rich social platforms!) and people are traversing countries and continents again, internationally inspired flavors are lending new excitement to all kinds of dishes. The exposure to and interest in global flavor provides an opportunity for food and beverage developers to broaden the borders of their own portfolios. Flavorful line extensions, new products and curated recipes for experience-hungry consumers can put companies and their products on the map. Read on to find out how these international flavor and ingredient trends can work for your brand!



75% OF CONSUMERS

like it when a menu offers ethnic-inspired foods.

55% OF SHOPPERS

order global foods from grocery/c-store prepared food sections at least once a month.

Source: Datassential, Technomic

Atlas of Appetite

As they have widened their horizons, consumers are adding more stamps of flavor to their culinary passports. Dishes from many corners of the world have moved from somewhat obscure to much-buzzed-about, covering all dayparts and the range of tastes from sweet to savory to spicy – and sometimes, a little of each.

In fact, 75% of consumers are looking forward to new food and beverage trends. The below regions could be opportunistic for food and beverage developers interested in creating products inspired by global tastes.

TOP 5 REGIONS INFLUENCING MENUS

- Southeast Asian (Vietnamese, Singaporean, Filipino)
- South American (Argentinian, Brazilian, Chilean)
- Caribbean (Puerto Rican, Cuban, Dominican)
- North African (Moroccan, Algerian, Libyan)
- Western African (Nigerian, Ghanan, Western Saharan)

HEADED EAST

Nearly 40% of consumers say their last global dish – outside of Italian, Mexican and Chinese – was Asian-influenced.

INDIAN SPICES SPIKE

Cardamom and turmeric – hallmark flavors in Indian cuisine – increased on menu mentions from 2018 to 2021.

Source: Datassential, National Restaurant Association, Mintel Menu Insights



PRODUCTS OF NOTE



MESA DE VIDA NORTH AFRICAN RECIPE STARTER SAUCE is chef-crafted blend of roasted pepper, ginger, aromatic vegetables, and authentic spices in a concentrated tomato base that can be combined with protein, vegetables, beans and/or grains in a skillet, pot, slow cooker or pressure cooker.

36% of consumers said they likely or definitely would buy this product.



SIGNATURE RESERVE INDIAN CARDAMOM PISTACHIO ICE CREAM is made with spicy and sweet cardamom and roasted pistachios.

49% of consumers said they likely or definitely would buy this product.

Hitting the Streets

One major path to success for food and beverage developers is through street food. Popularized by fare such as Mexican street tacos and Mediterranean kebobs, street foods are beloved because they are unique, accessible and affordable – all sweet spots in today’s marketplace. The beautiful thing about street food, too, is that there are new flavors and innovations to be found at nearly every turn in cities around the world, like koshary in Egypt, banh mi in Vietnam, ratatouille crepes in France, bhel pohain in India, plate lunch in Hawaii and other fare in hundreds of thousands of points in between.



AT LEAST 40% OF U.S. CONSUMERS are interested in trying international street foods.

42% OF GEN Z CONSUMERS want street food on the menu.



Our friends at McCormick took a deep dive into Egyptian Street Food trends and recipes by interviewing Iman Moussa, owner and operator of Koshary Corner (Clarksville, MD), a vegan fast-casual concept with a focus on Egypt’s national dish: the Koshary bowl.

[CLICK HERE FOR MORE!](#)



PRODUCTS OF NOTE



STONEMILL STREET CORN 4-IN-1 SEASONINGS FROM ALDI include chili lime salt, habanero salt, maple bacon and parmesan and garlic seasonings.

51% of consumers said they likely or definitely would buy this product.



ON THE STREET FOODS GREEK STYLE STREET GYRO KIT from Meld Food Group, USA includes beef and lamb gyro slices, six flat breads and tzatziki sauce.

36% of consumers said they likely or definitely would buy this product.



OLD EL PASO BARBACOA BEEF STREET TACO KIT includes 12 microwavable street taco flour tortillas, mild barbacoa seasoning mix and mild salsa verde. The product can be prepared by just adding beef, onion, vinegar and toppings.

55% of consumers said they likely or definitely would buy this product.

Cross-Country Innovations

Just as borders are blurring with globalization across many fronts, there is a creative melding of flavors and foods from countries that may not be even in the same continent. Korean corn dogs are one example, as are Cubano sandwiches with an Asian flair.

Combining intriguing new flavors with some familiar ones gives consumers opportunities to sample new tastes without going all in. McCormick’s Flavor Forecast notes this as “humble nosh” -- embracing foods that have proven perennially popular among food cultures. Think of it as swapping comfort foods beyond one’s own borders. In the global space, there are plenty of examples, like Indian butter chicken, Pandan kaya or even seasoned fried cheese curds that hail from the Midwest.



1 IN 3 CONSUMERS ON A GLOBAL BASIS agreed that interesting/exotic combinations influence their flavor choices in food and beverages.



INTEREST IN COMFORT - Sales of comfort food during the first two months of 2022 were higher than the same time in pre-pandemic 2019.



PRODUCTS OF NOTE



VEGAN ROB'S TURMERIC CHIPS are supergrain mini waves that contain algae protein and turmeric. This product is free from gluten, trans fat, GMO and cholesterol and is kosher and vegan certified.

26% of consumers said they likely or definitely would buy this product.



ALCO EATS EASY INDIE BOWL BUTTER CHICKEN INDIAN SIMMER SAUCE MIX creamy and buttery, with a medium spice level. The product is free from gluten, soy and GMO and is paleo-friendly, halal and vegetarian.

42% of consumers said they likely or definitely would buy this product.

THE TAKEAWAYS

Marketplace dynamics including social media sharing and a resumption of international travel are spurring a breakdown of culinary borders, with more consumers trying a variety of international inspired flavors. In this climate, not much is off the table in terms of flavor introductions and combinations. For now, ingredients and cuisines of Southeast Asia, Latin America, the Caribbean and Middle East are resonating among consumers, but there's always another geographic pocket of flavor interest ready to emerge. Food and beverage makers can keep tabs on trending global flavors via social media and other avenues and look for opportunities to incorporate those flavors with complementary and often-familiar formulations and products.



SOURCES

- Mintel
- Mintel GNPD
- Datassential
- Technomic
- National Restaurant Association
- Innova Market Insights
- Nielsen IQ

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/



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