

# GLOBAL REMIX

## OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

### 2023 TREND REPORT BITE



#### GLOBAL PROFILES

In a world that's more connected than ever before, consumers are looking for global, adventurous flavor experiences. Traditional flavors with a mix of authentic global cuisines have become a go-to answer for many brands that strive to surprise and inspire their audience. Destination flavors—from Asian street foods to Latin American dishes—continue to deliver creative combinations of flavor and texture, while Middle Eastern spices add a new focus for adventurous consumers.

*Innovation Themes:*

*Latin Fare • Asian Inspiration • Go Coconuts • Indian & Middle Eastern*



**67%**

*of consumers claim to be seeking new tastes paired with familiar flavors.*

*Source: WGSN*

*Millennial and Gen Z consumers have interest in **diverse, unusual flavors and ingredients**—particularly those from Latin and Asian cuisines.*

*Source: Mintel*

# Latin Fare

Mexican cuisine has become America's comfort food. Over the past few decades, younger generations have grown up eating Mexican cuisine, as it has become more accessible via traditional restaurants or fast food. Now street foods throughout Latin America are also gaining traction.

Authenticity is the name of the game when creating Latin inspired products, as it's important to explain why specific flavorful ingredients are used in formulation. For example, chili peppers can contribute various taste experiences such as a slightly smoky, fruity Guajillo compared to a very hot Chile de Arbol. Traditional ingredients like nopales (cactus), tomatillo or tamarind also communicate authenticity.

## PRODUCTS OF NOTE



**NEMI CACTUS STICKS** is a Latina-owned snack brand focused on reimagining traditional cactus snacks, a low-calorie staple food from Mexico that thrives sustainably and is an underused ingredient. Offerings: Chile & Turmeric, Mexican Lime, Churro Cinnamon and Smoky Chipotle



**SAUCY LIPS AUTHENTIC MOLE SAUCE**, Mexico's most traditional sauce, is reformulated with a bold mix of roasted chiles, organic apple cider vinegar, veggies, and cocoa powder.

# Asian Inspiration

Asian cuisine continues to inspire a fusion of flavors meeting the demands of consumers on the hunt for destination flavors. In particular, South Asian fare offers complexity that often blend sweet, salty, umami and spicy in one bite.

Brands are leaning into flavors seen in global Asian dishes ranging from savory entrées to sweet desserts and drinks. Popular Asian fruit & tea flavors are growing in popularity. Also, ramen is a favorite Asian dish that continues to be reimagined in new flavors.

## PRODUCTS OF NOTE



**POCKET LATTE'S CHOCO NUTS** offer a fusion of flavors with their oat milk chocolate-coated almonds, inspired by Asian drinks. Offerings: Bala Matcha, Vietnamese Coffee, Mango Yuzu, and Black Sesam



**IMMI SPICY BEEF INSTANT RAMEN** is hearty, rich, and spicy—made with a broth that takes taste buds on a trip across the world and brimming with notes of Sichuan peppercorns, anise, and fennel.

*“One of the most significant food trends to emerge from pandemic-era consumer behavior is kitchen travel—using food and drink to explore the cuisines, cultures, and stories of places around the globe.” TasteWise*

# Go Coconuts

With vibrant ingredients and an island-escape sensibility, tropical flavors such as coconut are answering the call—ready to uplift and energize food and drinks for a sweet escape.

Coconut evolved from a niche flavor profile to a mainstream product involving cooking oil sprays and non-dairy alternatives. Coconut has become a backbone taste influencer with a high interest among consumers looking for tropical fusions. You can often find it paired with cocoa for an indulgent profile.

## PRODUCTS OF NOTE



**MAGIC DATES CHOCO COCONUT COOKIE SNACK BITES** offer a special blend of date varieties and nutrient-dense ingredients rooted in Middle Eastern tradition with complex flavor and texture in bite-sized form.

*58% of consumers claims to love or like coconut.*  
Datassential FLAVOR



**CHOPCHOP COCONUT CURRY STREET NOODLES** are inspired by Asian iconic street noodles. Malaysian-style curry dishes start with slowly simmered coconut milk, herbs, onions, and garlic poured over carrot, red cabbage, and rice noodles.

# Indian & Middle Eastern

Indian border and coastal regions, like Bengal, Kashmir, Gujarat, Kerala, and Tamil have seen sustained, increasing interest among American consumers over the past two years with a focus on international spice mixes.

Consumers today are seeking more diverse flavors from around the world. Among the interesting flavors coming from the Middle East is baharat—a spice mix with cardamom, paprika, cloves, coriander, nutmeg, turmeric, & dried chile peppers. Popular Indian flavors include curry, saffron, and masala—a spice mix including cumin, coriander, cardamom, & cinnamon.

## PRODUCTS OF NOTE



**BROOKLYN DELHI TIKKA MASALA** is layered with luscious coconut cream, tangy tomatoes, caramelized onions, fresh garlic and ginger, and an aromatic blend of warming Indian spices and sweet paprika.



**KANIRA BREAKFAST BISCUITS** feature pearl millet as a key ingredient, along with other beneficial ingredients from like turmeric, ghee, adaptogenic ashwagandha, and chai. Varieties: Chai Spice, Coconut & Cardamom, and Turmeric & Ginger.

# THE TAKEAWAYS

Flavor can be synonymous with an experience, helping products stand out from the crowd. Brands have the opportunity to create products that draw inspiration from cuisines and ingredients from around the world.

- Impressions of heritage flavors and global cuisines create authentic ethnic concepts that will cater to diverse taste buds and adventurous meal seekers.
- Pairing exotic blends with familiar ingredients puts a twist on even the most classic snacks, meals and more.
- Explore authentic flavors like Mexican mole and Indian masala.
- Coconuts have become a versatile flavor & ingredient. It offers opportunities for both sweet and savory flavor blends.



## SOURCES

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- shop.immieats.com
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- brooklyndelhi.com
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