



**M Flavor**solutions

# ZA'ATAR

2023 • FLAVOR INSIGHT REPORT

## OVERVIEW

A spice blend originating in the Middle East, za'atar is most commonly made up of thyme, oregano, sumac, marjoram, and toasted sesame seeds. This earthy, nutty blend is enjoyed in a variety of ways, and is especially delicious with bread or pita and olive oil. Most popular is casual dining restaurants, za'atar is appearing on sandwiches, a seasoning for potatoes, and even cocktails. While the seasonings category is the most popular category for new za'atar flavored new products, bakery, dairy, and savory spreads are all showing growth in the past year. Let's take a closer look at where za'atar is appearing on the menu, in new products, and social media.



**93% growth in za'atar  
global new product  
introductions from  
2021-2022.**

Source: Mintel GNPD

# ZA'ATAR

## Social Listening Summary

While searching for the hashtag za'atar on Instagram, there are more than 200,000 posts. From summer salads, hummus, French fries topped with za'atar, and za'atar sour dough crackers—this spice blend is versatile and the perfect pairing for many dishes.

- @phoeniciafoods in Houston, TX posted, "New to our downtown bakery! Buttery croissant meets its YUMMY! match in Za'atar spice blend (thyme, sesame seeds). New favorite!"
- @cedarbakerycafe in Australia posted a picture of a breakfast pastry with the caption, "Za'atar and cheese? Yes, please!"
- @jarthuraya posted "we found a drooling Za'atar bun recipe by Falasteeni Foodie. The ingredients are simple and it only takes 10 minutes to make."



# 132

ZA'ATAR  
RECIPES ON  
FOODNETWORK.COM

When searching Foodnetwork.com they have 132 recipes and articles featuring za'atar. The recipes include everything from chicken wings, spiced pita, spiced steak salad and jumbo za'atar babka muffins. There are even videos explaining what za'atar is and how to best use it.

## 24 Ways to Use Za'atar | New York Shuk

New York Shuk tells in their February 2023 article titled, "24 Ways to use Za'atar," how the versatile spice blend of za'atar can be used to season near anything. From potatoes, to marinades, to even popcorn, they share the best ways to show off this Middle Eastern ingredient. With so many ways to utilize za'atar, consumers are able to get creative trying new recipes.



# ZA'ATAR

## ON THE MENU 2022

86

ZA'ATAR  
MENTIONS ON  
THE MENU

Source: Datassential

- **9%** growth in za'atar flavored menu items from 2021-2022 and 16% growth in the past 4 years.
- **Casual dining** is the top restaurant segment with **45%** of za'atar flavored menu items appearing there.
- **Entrees** are the top menu section with **62%** of all za'atar flavored menu items.



### MENU MENTIONS:

- **CASUAL DINING:** Moroccan Mule featuring vodka, house-made ginger-limeade and **za'atar** at Café Aion in Boulder, CO.
- **CASUAL DINING:** Carrot Curry Veggie Bowl featuring couscous, curried carrot, garlic yogurt sauce, **za'atar mozzarella**, diced tomatoes, curried cauliflower, cilantro, extra virgin olive oil, pumpkin seeds, sesame seeds at Beefsteak in Washington, D.C.
- **CASUAL DINING:** Mediterranean Salmon featuring **za'atar crusted salmon**, warm cauliflower rice and red quinoa tabbouleh, kale, baby tomatoes, spicy tahini sauce at Yard House nationwide.

### Consumer Awareness of Za'atar

Za'atar is new or unfamiliar to most consumers but does contain herbs and spices that consumers are extremely familiar with—there is low familiarity the name za'atar, not the components within. According to Datassential flavor tool, za'atar is in the 16th percentile among all foods & flavors, meaning consumers love za'atar more than 16% of all other items.

- **.23%** know it
- **6%** love or like it
- **11%** have tried it





# ZA'ATAR

## Global New Product Introductions

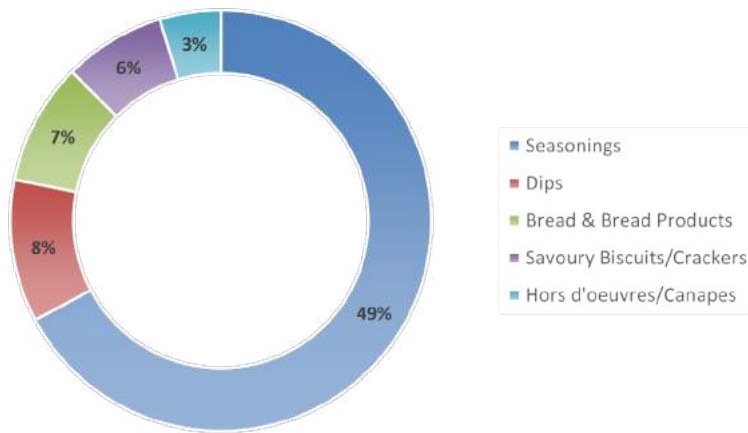
88

ZA'ATAR FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

### GLOBAL FAST FACTS:

- **Middle East & Africa** is the top global region for za'atar flavored new product introductions.
- **Seasonings** is the top product category globally for za'atar flavored new products.
- **Hummus** is the top flavor paired with za'atar.

### TOP ZA'ATAR FLAVORED PRODUCT CATEGORIES



### MAISON MONTAL GRAIN POP THYME AND ZA'ATAR POPCORN:

This product is microwaveable popcorn kernels flavored with thyme and za'atar.  
| France



### YUMI'S BEETROOT, HAZELNUT WITH ORANGE & ZA'ATAR DIP:

This product is free from dairy and gluten and can be simply spread onto flatbread to make a bruschetta with a twist and to create a spectacular platter.  
| Australia



### DARISTA DIPS ZAH-MAZING ZA'ATAR TRADITIONAL HUMMUS:

This product a hummus that is a vegan and plant-based product is made with non-GMO ingredients and provides 4g protein and 6 g fiber per 28 g serving.  
| USA

# THE TAKEAWAYS

*As an up & coming flavor profile on restaurant menus, za'atar's earthy and nutty flavor profile is adding complexity to dishes and even within the cocktail menu on the dining scene. Za'atar is showing growth in new products and on restaurant menus with casual dining as the key segment with 9% growth in za'atar flavored menu items from 2021-2022 and 16% growth in the past 4 years. Within new product introductions, za'atar is showing 93% from in the past year alone. Za'atar is becoming more familiar to consumers, especially with its components as staples within most consumers' pantries—its' the name that is less familiar. The question is—is za'atar on your Flavor Radar?*



## 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 Flavor Solutions 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, seasoning 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.

Sometimes natural versions of flavors like za'atar can be hard to source. Your flavor supplier partners can help you understand your options, whether it is regulatory implications or the taste impact of alternative characterizing flavors.

From concept to manufacturing, we're here for you — every step of the way.

Contact your sales representative or chat us up at  
[www.mccormickflavor.com/en-us/contact-us](http://www.mccormickflavor.com/en-us/contact-us)

### SOURCES:

Mintel GNPD  
Datassential  
Instagram

Food Lover's  
Companion  
New York Shuk



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