



mc Flavor
Forecast
24th Edition

mc Flavorsolutions



INDULGENCE REDEFINED

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE

A source of pleasure, ritual, and community, indulgence is something that consumers are taking seriously – and personally. With a reimagining of indulgence, it's all about understanding your brand and your consumers' personal preferences! There is no one size fits all regarding comforting flavors. Consumers' lived experiences vary from one person to the next, which can directly impact their cravings for bold, exciting, nuanced flavors that come in all shapes and forms.

From **Newstalgic** (childhood favorites with a gourmet twist) to **Food Maximalism** (layers of flavor that create experience to the max), it's ultimately about treating consumers to the flavors that make them happy.



OVER ONE-THIRD of consumers globally cite that a rich flavor/taste makes a food and beverage experience indulgent. **27%** believe exotic flavors add indulgence; **20%** believe savory flavors add indulgence.

Innova Market Insights, Flavor Insider, Nov 2023



NEWSTALGIC

What's old is new again, with restaurants and CPG brand re-introducing childhood favorites with a gourmet or contemporary twist. Consumers are craving food and flavors from simpler times, but in a modern way. Catering to a more wellness-conscious consumer, "grown up" elements wistfully combine throwback indulgences with fresher, bolder ingredients.



FROM OUR BENCH: BASQUE STRAWBERRY CHEESECAKE

A smooth, ultra-creamy version with a burnt exterior, Basque cheesecake is a new take on beloved cheesecake popping up all over social media. Irvin Seo, Associate Scientist, developed a seasoning to bring the taste experience of this newstalgic dessert to life with flavors such as strawberry, vanilla cream, sweet brown and sour cream. An application on popcorn makes it family friend, but it also works great on cookies, baked goods and grains.

NEWSTALGIC PROFILE INNOVATION THOUGHT-STARTERS

Morning Favorites

- | | |
|------------------|----------------------|
| <i>Classic</i> | <i>Twist</i> |
| · Maple Pancake | · Bourbon & Maple |
| · Cinnamon Roll | · Cinnamon & Ceyenne |
| · Powdered Donut | · Beignet |

Savory Comfort

- | | |
|------------------|-------------------------------|
| <i>Classic</i> | <i>Twist</i> |
| · Alfredo | · Carbonara |
| · Grilled Cheese | · Pimento Cheese, Beer Cheese |
| · Tomato Soup | · Roasted Tomato & Basil |
| · Honey Mustard | · Dijon Mustard |

Desserts

- | | |
|------------------------|----------------------|
| <i>Classic</i> | <i>Twist</i> |
| · Cinnamon Roll | · Churro |
| · Strawberry Shortcake | · Strawberry Rhubarb |
| · Fudge | · Mexican Chocolate |

Nostalgic Favorites

- | | |
|-------------------------|---------------------------------|
| <i>Classic</i> | <i>Twist</i> |
| · Peanut Butter & Jelly | · Almond Butter & Mixed Berries |
| · Pink Lemonade | · Brazilian Lemonade |
| · Fruit Punch | · Tropical Fruit Sangria |
| · Caramel Apple | · Salted Caramel Apple Cider |

TREND SPOTTED



FRUITY CEREAL ONE BARS

Made to remind consumers of "that Saturday morning cartoon-watching, pj-wearing feeling... it's a grown-up twist on a childhood classic."

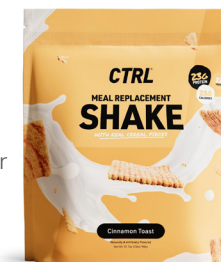


MOTHER EARTH BREW CO CALI CREAMIN' ORANGE CREAMSICLE CREAM ALE

Using their flagship ale as a base, they put a nostalgic twist on their "style-defining brew, simulating a favorite childhood classic."

CTRL CINNAMON TOAST FLAVOR MEAL REPLACEMENT SHAKE

Described as having "captured the essence of your favorite childhood breakfast cereal and transformed it into a mouth-watering meal replacement shake."





FOOD MAXIMALISM

By layering flavors and textures in creative, fun, and always thoughtful ways, we can experience flavor to the max. Chefs and consumers alike are celebrating wild and true “doctored up” desires on a public stage at restaurants and social media.

“Food maximalism is bringing the most flavor and fun to your food and drinks, no matter your inspiration. Do you like floral drinks? GREAT! Make a cocktail that tastes like a garden in spring. Are you inspired by color? FABULOUS! Layer flavors like strawberry, bubble gum, and watermelon to make a drink that tastes as pink as it looks.”



Molly Zimmerman, Innovation Manager, US

FROM OUR BENCH: THAI CHILI PEANUT BUTTER

Sandra Scaliatine, Scientist II took an indulgent favorite, peanut butter crackers, on a flavor layer journey. Blending a Peanut Butter Type flavor with a Thai Chili Type flavor and an Optify™ sweetness enhancer resulted in a savory, sweet and slightly spicy taste experience. These flavors work great in snacks, baked goods, grains and more.



MAXIMALISM PROFILE INNOVATION THOUGHT-STARTERS

Layering Ultimate Tastes

- Refreshing Flavors: Dill, Mint, Melon & Cucumber
- Lemon Many Ways: Meyer Lemon, Lemon Thyme, Limoncello
- Layered Heat: Ginger, Hot Cinnamon, Red Chilies
- Umami: Miso, Mushrooms & Parmesan
- Warming Spices: Cardamom, Cinnamon, Clove

Max Indulgence

- Loaded Bacon Cheddar Potato
- Late Night Pork Ramen
- Pickle Ranch Pizza
- Chocolate Strawberry Waffle Stack
- Tiki Bar Blend: Guava, Coconut, Mango, Rum

TREND SPOTTED



KOKOMO, CARIBBEAN-INSPIRED RESTAURANT IN BROOKLYN

Selected by Eater as one of the “most over-the-top, maximally good time you’ll have while eating” restaurants in America. Komomo is described as an immersive experience that combines art, architecture, and sophisticated cuisine.



+18%
4-year growth of pickles on pizzas

US Menus, 2023,
Datassential

PIZZA HUT LAUNCHED A LIMITED-TIME PICKLE PIZZA, JUNE, 2023

Featuring hand-tossed crust sauced with buttermilk ranch and topped with cheese, crispy, breaded chicken breast seasoned with a kick of Nashville hot seasoning, sliced white onions, and then loaded with spicy dill pickles and a drizzle of buttermilk ranch.

THE TAKEAWAYS

The lesson here? Food and flavor play a prominent role in happiness, and this trend is here to spread good vibes. Indulgent flavor preferences vary among consumer groups. From sweet to savory, identify the types of tastes most likely to bring joy to your brand target. Consider seeking inspiration from classic comforts flavors with a modern twist. Or deliver an ultimate sensory experience by creatively layering flavor and texture.

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.

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



FROM OUR CHEFS:

SLOPPY JOE VOL-AU-VENT

“This recipe is a gourmet cross-pollination of nostalgic classics; sloppy joe meets vol au vent, only better. A rich, meaty sauce full of flavor and spice, served in a giant, flakey vol au vent and topped with spicy n’duja crumble, and sharp pecorino cheese.”

Chef Felicia Pantaleo, Australia

Hungry for more? Click to check out all of the ‘Indulgence Redefined’ recipes.



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