


VOICE OF THE EXPERT:

MEXI PINO FLAVOR COMBINATION

Luz Ramirez, Senior Scientist



Take two food-centric cultures, add in their respective, regionally-unique ingredients and combine them mindfully and you have a modern type of comfort food with wide-ranging appeal. Mexi Pino cuisine is an example of this effective, evocative melding of flavors from Mexico and the Philippines.

Interested in modern fusion flavors? Let's dive in and see how the Mexi Pino trend can inspire your next innovation.

Thoughtfully Borrowed

Today's consumers who enjoy global cuisines likewise may crave "real meal" eating experiences with flavor combinations that pay homage to a cuisines' roots. As they work to deliver these "thoughtfully borrowed" eating experiences, product developers must layer authentic flavors in an interesting, appetizing, and genuine way.

The emergence and popularity of Mexi Pino foods, for example, reflects the exciting places where product development is heading – and intersecting. Such recipes go well beyond a mere mashup of each culture's signature ingredients. According to Luz Ramirez, Senior Scientist, this type of cuisine elevates what the fusion movement started a couple of decades ago. "With a new definition of authenticity that encompasses background, heritage, and experiences, we see a reinvention of regional-traditional cooking," she explains.

The Opportunity

Let's take a look at an example of how our experts delivered an authentic, "thoughtfully borrowed" taste experience. Tasked with coming up with a Mexi Pino seasoning for a corn nut product, Ramirez partnered with Brian Javier, PD Scientist and colleague in seasoning creation, to balance the nuances of multiple flavors with the need for synergy. It was a perfect pairing for this particular challenge, as Ramirez brought her Mexican heritage and as Javier's was inspired and informed by his Filipino culture and expertise.

'Mexi Pino' refers to the fusion of Mexican and Filipino cultures, cuisines and identities.

Check out this [Esquites with Crispy Adobo Carnitas recipe](#) where Mexican and Filipino street foods join forces.



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Doubling Down on Flavor

Together, Ramirez and Javier chose to highlight the flavors of the respective **adobos** found in both Mexican and Filipino cuisines. Mexican adobo, used as a marinade, consists of dried guajillo and ancho chiles along with onion, garlic, spices and a splash of vinegar, while Filipino adobo is a stew cooked in soy sauce, vinegar, garlic, black pepper and bay leaves, often with pork or other meats. Together, these profiles really shine for a Mexi Pino flair. Even better: corn nuts are common in both cultures, too.

In developing the double adobo seasoning, Ramirez and Javier incorporated two process flavors derived from cooking for a real-world taste: Roasted Garlic Flavor WONF OS and Savory Select SD Pork Type Nat. “Reaction flavors cascade a complex flavor delivery and provide robust and unique top notes for seasoning creation,” Ramirez says.

Those culinary-inspired flavors offer technical insulation, too, since they are harder to replicate. They also complement additional flavors added to the Mexi Pino corn nut seasoning, including FlavorCap Guajillo Chili Type Flv Nat and FlavorCap Garlic Nat.



**'Double Adobo'
Seasoned Corn Nuts**

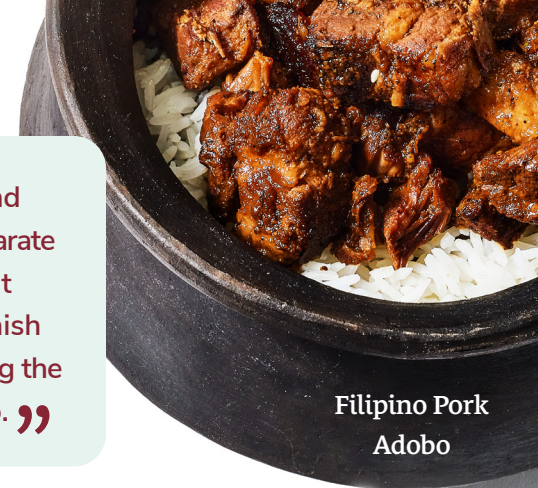
The Resulting Taste

Ramirez and Javier achieved a taste experience with notes of meaty savory, soy, chipotle chile background, garlic and a back note of acidity that brought everything together. When paired with the corn nuts, the savory and fatty notes provided a similar mouthfeel sensation as in a fried dish, with background notes of vinegar, chillies, and smoke.

The seasoning is versatile and scalable, and can be tweaked for variety of bases and potential applications. “This can be great as a condiment or marinade and is ideal for any type of meat, including plant-based products. It also works with all types of snack bases such as potato chips, tortilla, popcorn, plantain chips and extruded bases to deliver a savory experience,” Ramirez says.

For innovations like these, working closely with your flavor partner is essential to creating your ideal authentic pairing and meeting your consumers' taste expectations.

“The Philippines and Mexico may be separate geographically, but share similar Spanish influences, including the adaption of adobo.”



**Filipino Pork
Adobo**



**Mexican
Adobo**

Feeling inspired? From inspiration to development, our team of experts can help bring your flavor innovations like these to life.

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