



GLOBAL FLAVOR EXPLORATION

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE

As the desire for hyper-local tastes has increased, many consumers crave global dishes in their traditional form, while others prefer more approachable fusions. By exploring cuisines of the world and ingredient combinations, product developers can bring to life globally inspired flavors in an array of applications. To uncover thoughts and preferences regarding global flavors, we're sharing a snapshot of findings from our consumer engagement survey.

Topics include:

Generational Preferences • Familiar Favorites • Emerging Cuisines



“I love trying new flavors & cuisines”
is the top reason consumers claim to consume
products with globally inspired flavors.

McCormick Proprietary Consumer Engagement survey:
Global Savory, U.S., Feb 2024, n=1,003

GLOBALLY INSPIRED FLAVOR PREFERENCES



Generational Preferences

A love of trying something new is a top motivator for exploring global inspired flavors. However, there are differences in how generations approach these types of flavors. **Baby Boomers** and **Gen X** prefer traditionally prepared globally influenced foods, while **Millennials** and **Gen Z** prefer globally influenced foods in a fusion dish with something more familiar.

The two older generations are also more likely to prefer pairing novel flavors with familiar flavors, while **Millennials** and **Gen Z** prefer globally inspired flavors that are novel. Consider these preferences and your brands' target when developing a product with a globally influenced profile.

FAMILIAR FAVORITES

As a melting pot of cultures, Chinese, Italian, and Mexican cuisines have become beloved favorites in the U.S. Tap into the variety of flavor profiles, including fusion and authentic, within these cuisines when developing for those that prefer sticking with the familiar.

% of U.S. consumers that are **very/extremely familiar** with the following cuisines...

71%
ITALIAN

65%
MEXICAN

64%
CHINESE

GLOBAL FLAVORS SPOTTED



Italian



MAMAMANCINIS
Italian style sauce with chicken cacciatore
May 2024



TASTE OF INSPIRATIONS
Pomodoro fusilli pasta cup
April 2024

- Flavor Thought-Starters*
- Parmesan Garlic
 - Tomato Basil
 - Spicy Marinara
 - Balsamic



Mexican



SOMOS
Taco simmer sauce with tomatoes, cumin and mild red chilies
May 2024



ZORA'S
Enchilada vermicelli noodle soup with chipotle, cumin and ginger
May 2023

- Flavor Thought-Starters*
- Street Taco
 - Chili Lime
 - Tequila
 - Mexican Adobo



Chinese



PURPLE CARROT PLANT BASED
Sweet and sour cauliflower
April 2024



ADAPTABLE MEALS
Asian inspired five spice boneless pork belly
Feb 2023

- Flavor Thought-Starters*
- General Tso's
 - Hot & Sour
 - Sweet & Sour
 - Chinese Five Spice

EMERGING CUISINES

When targeting a more adventurous consumer that enjoys new experiences, consider showcasing the flavors of less familiar, more emerging cuisine types. Peruvian, South African, and Nordic cuisines offer flavors and ingredients that may be more novel to most consumers and especially appealing to those seeking new global tastes.

% of U.S. consumers that are **not at all familiar** with the following cuisines...

53%
PERUVIAN

53%
SOUTH AFRICAN

45%
NORDIC

GLOBAL FLAVORS SPOTTED



Peruvian



NATURE'S PROMISE
Peruvian inspired marinated chicken breast
Oct 2023



THE PERU CHEF
Yellow hot pepper with black mint sauce
July 2023



South African



AYOBA
Beef and pork boerewors, a premium South African recipe
July 2023



WILD FORK
Peri peri seasoned chicken thighs
Jan 2023



Nordic



VIKING WONDER SOUP
Made in Norway with immune boosting spices-chili pepper, onion, ginger, garlic, leek and mushrooms
Feb 2024



BJÖRK CAFE & BISTRO (NYC)
Serves new and traditional Nordic fusion. [Click for menu.](#)
Opened Oct. 2022

Credit: Björk Cafe & Bistro

Flavor Thought-Starters

- Aji Amarillo
- Peruvian-Style Chicken
- Ceviche/Tiger's Milk
- Peruvian Green Sauce (Aji Verde)

Flavor Thought-Starters

- Peri Peri
- Braai (South African BBQ)
- Boerewors Spice

Flavor Thought-Starters

- Bacon & Lingonberry
- Lemon & Dill
- Pickled Onion
- Sandelfjord (Buttery Sauce)

THE TAKEAWAYS

With consumers describing globally inspired tastes as flavorful, delicious, and exciting, the demand for product offerings with international profiles will continue to be strong. Luckily, there is a world (literally) of flavors ripe for exploring. Honor the root of a cuisine – a signature dish, foundational flavors, or cooking method – in applications when developing for those that seek traditionally prepared global cuisines. Or step outside of the box and explore global flavors in novel ways or through less familiar cuisines. Wherever you'd like to travel with tastes, we're here to help.

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 [click here](#) to chat us up.



Cholula® Mole Sencillo
[Click for recipe](#)

HUNGRY FOR MORE?

Reach out to learn more about what we uncovered through our Global savory survey, including a deep dive on flavors ready for trial by several cuisine types.



Request Your
FREE
Flavor Sample Here