



ASIA PACIFIC

FLAVOUR BEYOND

INTO THE REALM OF MASHUPS

ISSUE 20 | AUGUST 2023

Understanding Gen Z and the importance
of *staying relevant* to their needs

Explore the synergy of *innovative*
mashups driving excitement and ways
to captivate the younger crowd



Delve deeper into the key themes
behind  and uncover insights
to innovate the next *mashup flavour*



| Table of Contents

I. The Foodture

Striving to stay relevant
among Gen Z

II. Eatsighting

Brand collaborations and
fusion trends

III. Flavouracle

McCormick® Flavour Forecast®
23rd Edition



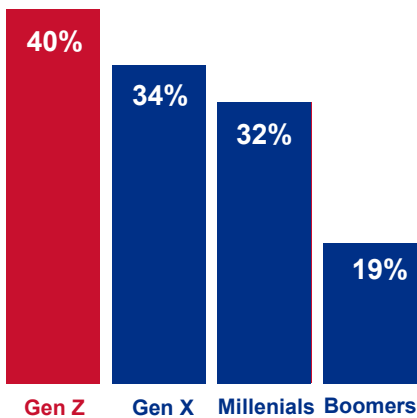
I. The Foodture

Keeping Up the Pace

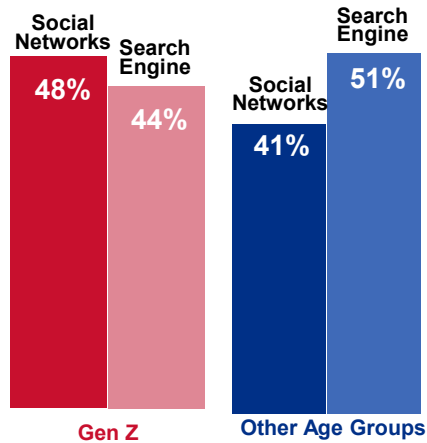
Striving to stay relevant among Gen Zs

GENERATION Z

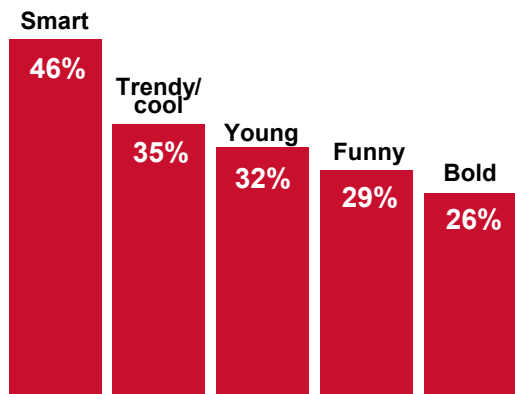
- Born 1996 - 2012
- Digital natives
- Strong influence on cultural and social trends



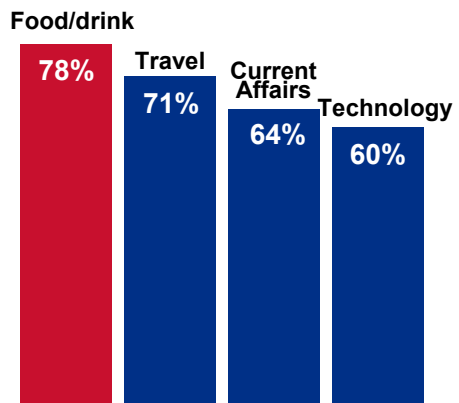
Gen Zs are significantly more likely to say they prefer brands that are popular



Social media is the top source of brand discovery and product research for Gen Z, instead of search engines



Qualities that Gen Zs want in a brand



In China, food/drink is the top topic Gen Zs follow



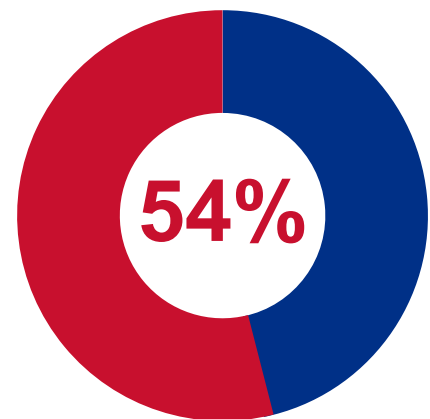
WHY DOES THE FOOD INDUSTRY NEED TO KEEP UP WITH THE GEN Z?



By 2025, Gen Z will make up a **QUARTER** of the APAC region's population

By 2030, they will possess a global spending power of approximately **US\$140 BILLION**

More than half of Gen Zs* considers themselves the **"FOODIE" GENERATION** – driven by a desire to discover new recipes and gain inspiration to become at-home chefs through social media



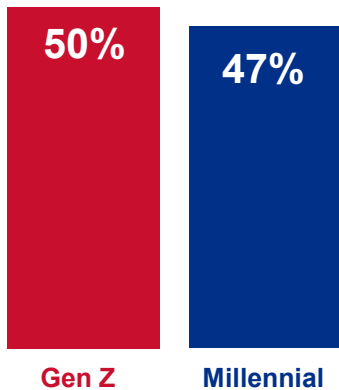
*Based on Cassandra's qualitative and quantitative research with more than 1500 US and UK youth between the ages 14 to 34



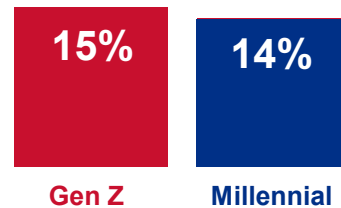
Gen Z is **INFLUENTIAL** and expected to change the food industry by leading new trends

NOSTALGIA

Although Gen Z is the youngest among the population with spending power, they feel drawn toward nostalgia more than others. For them, **experiencing pop culture and trends from the '80s to '00s are appealing, even if they did not live through them themselves.** Tapping into different types of nostalgia is one of the strategies that food brands can adopt to attract Gen Z.



Gen Z drive nostalgia in media (e.g., movies, TV, music) the most



Gen Z is the most nostalgic, preferring to think about the past rather than the future



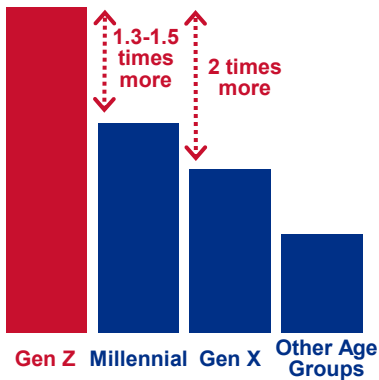
KFC Indonesia Nostalgic Combo

In May 2021, KFC launched a limited time offering that allows consumers to experience the first KFC dish offered in Indonesia when KFC first set up in 1979.

NOVELTY

Contrary to nostalgia, Gen Z also seeks new, unique food experiences. They are much **more likely to try new food and beverages that excite them, even if it is just a simple twist to the traditional.** Brands which can differentiate themselves through innovation can win over the hearts of Gen Z.

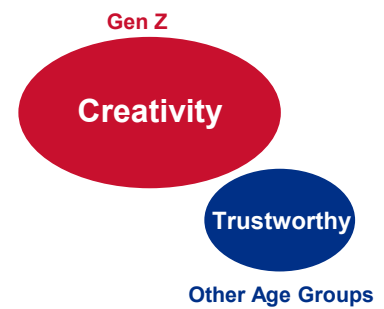
In APAC,



Gen Zs are more likely to say they **want “brands that set them apart”**

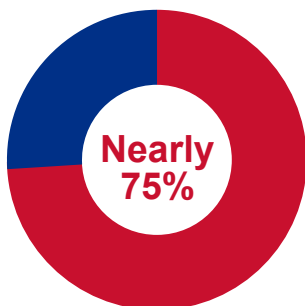


Most Gen Zs are always **looking for the next cool thing**

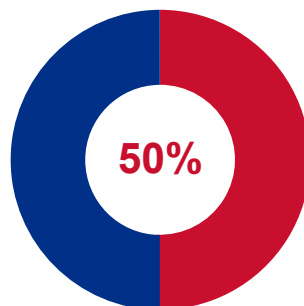


Creativity is the #1 adjective Gen Zs use to describe a **successful brand today**

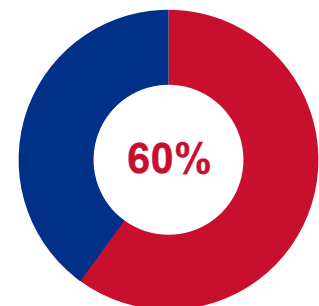
In North America,



Most Gen Zs expressed a **desire to try new flavours**



Many Gen Zs **look for new flavours** when shopping. They seek sensory excitement and mood-enhancing flavors



Most Gen Z consider themselves **adventurous eaters**

FUSION

Novelty can also be **created by fusing flavours, textures, and cuisines**. Such combinations offer excitement and greater dimension to food that tickle the younger crowd.

Global Trends in the F&B Industry

Sensory Novelty

A search for new sensory experiences in products, such as *contrasting flavours, textures and temperatures*

McDonald's Sweet BBQ McSpicy & Cocoa-nut Pie (SG)



Mushroom Soup topped with Cappuccino Foam (SEA)



Western Wonders

A fusion of Eastern and Western influences within one dish

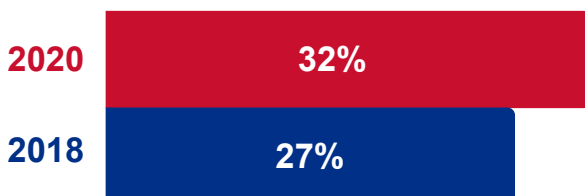
Waffle Khan, Korean Waffle Pizza (JP)



Mr. Holmes, Croissant + Sushi (US)



U.S. consumers who said that they **enjoy dishes that combine two or more global cuisines or flavours into one dish** has increased



U.S. Gen Z's Top Preferred Flavour Combinations





*Gen Z are not easy consumers to captivate. With evolving expectations and demands, brands have to possess **agility, uniqueness and innovation** to stay relevant in the market. As such, we see the food industry exploring mashups for incremental growth.*



II. Eatsighting

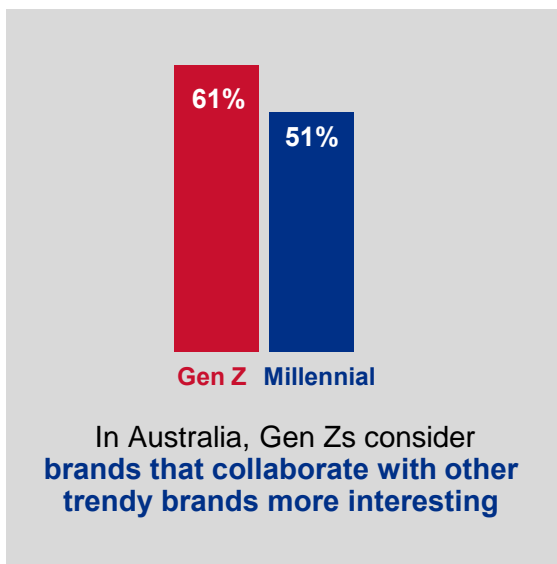
Navigating the World of Mashups

Brand collaborations and fusion trends

ARE MASHUPS HELPFUL FOR BRANDS?

We refer to mashups as combining different elements together to form something new. In the context of the food industry, **brand collaborations, flavour combinations, and fusion cuisines** are the key mashups we see in recent years.

However, creating successful brand collaborations and new innovations require immense time, effort, and money. Is the risk worth it?



BUZZWORTHINESS

Mashups drive impressions and spark conversations, especially on social media. This can increase brand awareness and boost sales of the brand's core products.

Most importantly, they **capture the attention of Gen Z** who is always looking for new trends to be part of.

CUSTOMER ACQUISITION & RETENTION

By **collaborating with like-minded brands, food brands can tap into new consumer pools** and reach out to new audiences.

Furthermore, the buzz from new mashups keeps established brands current and retains consumers.



Mashups within the food industry have become commonplace as food manufacturers look to innovate and keep Gen Z interested. By collaborating with other food brands, they can tap into their consumer pool while leveraging on their manufacturing expertise.

HEINZ X ABSOLUT VODKA (UK)



Centenary brands have teamed up to launch a **Tomato Vodka Pasta Sauce**. This collaboration played into the social media craze for Italian classic pasta alla vodka, and consumer interest in '80s-related nostalgia.

During cooking, most of the alcohol will be reduced, creating a rich texture that balances the creamy, cheese notes with tomato and basil.

IPPUDO X YAMAYOSHI SEIKA (JP)

One of the most famous Japanese ramen restaurant chains with locations worldwide, Ippudo, has partnered with snack company, Yamayoshi Seika, to create a bag of **potato chips that tastes like Ippudo's classic Shiramaru Motoaji ramen**.

The snack recreates the rich and flavourful tonkotsu broth with creamy and garlicky notes and are also thin and crispy.



PIZZA HUT X COCA COLA (MY)



Pizza Hut MY and Coca Cola partner to launch whacky new pizza flavours

Published
01 August 2023
Author
Reema Guddekal

Pizza Hut Malaysia and Coca-Cola have partnered to introduce inventive flavours such as **'Hawaiian Cola Pizza' and 'Krispy Cola Wingstreet'** for a unique taste experience.

The 'Hawaiian Cola Pizza' combines their popular Hawaiian Pizza with a custom Cola syrup sauce, aiming for a blend of savory and fizzy Cola notes. The 'Krispy Cola WingStreet' offers cola-glazed chicken wings.

Eatsighting

Food X Pop Culture Collaborations

The vast variety in pop culture opens up countless mashup possibilities. As the popularity of different music, movie, game, TV show, and celebrity grow among Gen Z, food brands can easily reach the younger generation through novel collaborations.

SHAKE SHACK X SUPER MARIO BROS. (US)



Grabbing the opportunity to reach the younger generation who are movie and video game lovers, Shake Shack partnered with highly grossed "The Super Mario Bros. Movie" to release **limited edition "4 Cheese 'Shroom + Fire Sauce Burgers" and "Gold Star Shakes"** at one of their chain's locations.

This collaboration took a step further by creating an immersive dining experience, where the inside and outside of the restaurant were decorated with elements from The Super Mario Bros.

OREO X BLACKPINK (ASIA)

Bringing together the power of Oreo and top K-pop girl group, BLACKPINK, these limited-edition cookies were bound to create a wave.

Besides the BLACKPINK-branded packaging, there are 2 **exclusive flavours – 'Black', with the classic cookie and a pink strawberry cream filling and 'Pink', a pink cookie with dark chocolate cream filling.**



PRINGLES X MINECRAFT (US)



Pringles has brought the flavour of Minecraft's Suspicious Stew to life. Described as **"a burst of rich, hearty and savory flavour"** and **ends with "a spicy kick"**, these crispy chips were positively reviewed by many.

Eatsighting

Food X Fashion Collaborations

Food meets fashion mashups bring high levels of excitement due to its novelty and exclusivity. Much attention would be drawn toward the brands with Gen Z coveting these limited-edition merchandise. This is especially so for well-established brands.

JOLLIBEE X ANTI SOCIAL SOCIAL CLUB (US)

Family Style Food Festival 2022 in Los Angeles has brought about an interesting collaboration between streetwear and food. This exclusive tee by the popular fried chicken chain Jollibee and the fashion streetwear brand was reportedly "sold out in mere seconds".



SAIZERIYA X PUNYUS (JP)



With the aim to cheer up the public during the Covid-19 pandemic, this fun and quirky collaboration was launched.

The collection featured clothes, tote bags, socks, and an apron with Saizeriya's logo and/or popular menu items like pizza and gratin. Saizeriya's brand colours were also prominently used in the designs.

KFC X AMOS ANANDA (SG)

KFC Singapore has collaborated with local streetwear designer Amos Yeo (Amos Ananda), for a second time, celebrating the nation's birthday.

The limited-edition pieces artfully blend Amos' Singaporean upbringing and signature style, incorporating Toa Payoh playground and ice cream pushcart motifs with KFC's beloved fried chicken, a cherished childhood favourite of the artist.



KFC SG collabs with streetwear designer Amos Yeo for stylish merch

Published
07 August 2023
Author
Reema Dabekula

Consumer engagement gets more immersive and interactive with the advancement of technology. AI, Metaverse, NFTs, and AR/VR are the up-and-coming tools that food brands can utilize to create unique experiences that entice the Gen Z.

CP X METAVVERSE (TH)

Food brand CP has jumped on the metaverse trend to **promote its Spicy Bologna**. Working together with famous male singer and actor, Mew Suppasit, this metaverse party saw over 1000 sign-ups in the first 15 minutes and the hashtag #CPBolognaMewTaverseParty trending at number 1 in Thailand.

Participants were able to **interact, play games, and enjoy a music concert** all on the platform.



PAPA JOHNS X NFTS (UAE)



Papa Johns has ventured into metaverse with the launch of its exclusive digital collectibles in its virtual experience center in OneRare's Foodverse. The collection showcases 3 of its best-selling pizzas: **Super Papa's, Spicy Chicken Ranch, and Vegan Sheese Garden Special**.

The platform provided an immersive experience to learn about Papa Johns' history and recipes, while **playing games where players can create their own pizza and run their own foodtruck**.

MOS BURGER X VIRTUAL REALITY (JP)

Mos Burger launched its first virtual branch on the metaverse, called "Mos Burger ON THE MOON", for the release of the **Tsukimi Focaccia Sandwich**, a collaboration menu item with the anime "Sailor Moon".

Visitors at several Mos Burger physical stores were given the chance to put on VR goggles to **experience the virtual store** and "make" their own food.



Eatsighting

Flavour Mashups

In addition to brand collaborations, food manufacturers are actively embracing new flavour combinations through product line extensions. This drive for innovation caters to Gen Z consumers' desire for novel and adventurous flavours.

INDOMIE CHOC ROCKS CONE (ID)



Indonesia's food manufacturing giant, Indofood, took a twist on their best-selling Indomie instant noodle by mashing it up with their ChocRocks Cone ice cream. Not only did the **sweet caramel-flavoured ice cream taste like Indomie goreng**, but it was also topped with **dried instant noodle flakes**.

The unique flavour combination created lots of buzz on social media, especially TikTok, driving the product viral.

TIGER SOJU INFUSED LAGER (ASIA)

Launching with 4 different flavours in playful names – **Gutsy Grape, Cheeky Plum, Wonder Melon, and Punchy Peach** - the **Tiger Soju Infused Lager** is a refreshing beer with a hint of soju and sweetness.

This mashup appeals to the youth who are seeking fusion flavours and a novel taste experience.



HEINZ BEANZ GLOBALLY INSPIRED FLAVOURS (AU)



Heinz Beanz has introduced three distinct new flavours - Taco, Peri-Peri, and Caramelised Onion - to enhance consumers' in-home dining experience.

The **Taco flavour** is inspired by street food masters and is a **Mexican flavour twist**, while the **Peri-Peri** option includes the **full-bodied taste of tomatoes and spice**. The **Caramelised Onion** flavour, meanwhile, is a **tangy, sweet bean option** that can be added to any meal.

Case Study: Mastery of Mashups

DUNKIN' DONUTS KOREA

As part of their Donut of the Month promotions, Dunkin' Donuts Korea engages in compelling collaborations with prominent brands across diverse sectors, spanning from Food-Fashion to Food-Pop Culture and more. **Each month, an innovative donut and beverage flavour pairing is unveiled**, cultivating a loyal consumer base that returns for continued indulgence.

FOOD X FOOD



Dunkin' X Pringles



Dunkin' X Seoul Milk



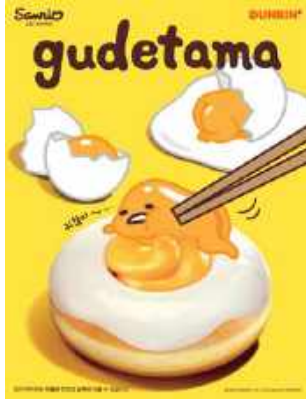
Dunkin' X Kook Soon Dang Rice

FOOD X FASHION



Dunkin' X What It Isn't

FOOD X POP CULTURE



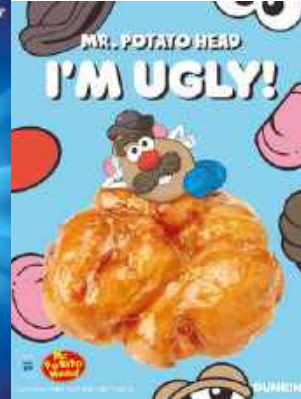
Dunkin' X Gudetama



Dunkin' X Peko



Dunkin' X Pokémon



Dunkin' X Mr Potato Head

FLAVOUR MASHUPS



Buldak (Spicy chicken) Donuts



Cinnamon & Cookie Donuts



Egg Mayo Salad & Crab Wasabi Salad Donuts



Mochi Donuts

McCormick's Collaborations

McCormick has partnered with various brands globally, to bring their desired food collaborations to life by fusing formats and flavours together.

MUSTARD SKITTLES (US)



In honor of National Mustard Day on August 5, French's and SKITTLES teamed up to release the first-ever mouthwatering **French's Mustard-flavoured SKITTLES** – claimed as this summer's tangiest candy treat.

The Limited-Edition Skittles are described to have a **“tangy mustard flavour”** and **“iconic chewy texture.”**

SABRA X FRANK'S REDHOT & STUBB'S (UK)

Two McCormick brands have partnered up with hummus maker, Sabra, to bring three new and super-flavourful varieties to hummus lovers.

Frank's and Stubb's are **bringing heat, smoke, spice, and Texas-style Barbeque flavor, to pair perfectly with the creaminess** Sabra's hummus is known for. The partnership is hacking better-for-you, everyday snacking with the introduction of new varieties in bold flavour combinations.



SCHWARTZ RESTAURANT PARTNERSHIPS (UK)



Schwartz has teamed up with three flagship restaurant chains to give UK consumers the opportunity to recreate their menu favorites at home.

A premium range of **best-selling dishes available at Bella Italia, The Real Greek and Las Iguanas, have been replicated in recipe mix format.**

Beyond fusing flavours and partnering between brands, players in the food service industry are staying current with culinary trends by amalgamating different formats

DOMINO'S CALZINI (GERMANY)



The Calzini is a mini take on a classic Italian calzone. It features **dough folded over classic pizza toppings** and baked until golden brown. Significantly smaller than a traditional calzone, the Calzini makes it a perfect snack, appetizer, or light meal.

KENJI TACO SUSHI (SG)



By **deep-frying some Japanese nori (seaweed) sheets**, you get some **umami taco shells!** Fill them up with a variety of protein and vegetables and top it off with a drizzle of your favourite Mexican or Japanese sauce and fish roes. These customisable fusion sushis were introduced to Singaporeans at Kenji Taco Sushi.

DOMINO'S PIZZA PASTA (AU)



Mashing up 2 classic Italian dishes, Domino's took **toppings of their popular pizza flavours and combined them with penne and macaroni pasta**. The range includes the Firebreather Pasta, BBQ Chicken & Bacon Pasta, Simply Mac & Cheese Pasta, Simply Bacon Mac & Cheese Pasta, Vegorama Pasta, and Meatlovers Pasta.

With greater exposure to global cuisines, consumers are experimenting with new flavour combinations and concoctions at the comfort of their homes.

RICE PAPER SUSHI ROLLS



This is an American X Japanese X Vietnamese fusion dish that was seen circling among the home-cooks. With the use of protein like raw salmon or teriyaki chicken, and freshness from carrots and avocados, **the seaweed-laid rice paper wrap encompasses a mix of flavours from different cuisines that are surprisingly well-balanced.** These wraps are also pan-fried for a crispier bite.

FUSION QUESADILLAS

The fusion possibilities with quesadillas are endless – from Italian and American to Korean, Thai, and Indian, the cheese-y and crispy tortilla sandwich goes well with many cuisines.

People have started using **steak, tandoori chicken, paneer tikka, tom yum, bulgogi, kimchi, and many others in their own quesadillas.**



FUSION GNOCCHI



Another dish that has been whipped up in the fusion scene is gnocchi. The simple **Italian dumplings are cooked with spices and sauces from other cuisines** like Korean gochujang, Indian masala, and Vietnamese Bo Kho spices.



III. Flavouracle

McCormick® Flavour Forecast® 23rd Edition

Using full fats for flavour, the democratisation of French cuisine and the multi-sensorial offerings of heat and flavour.



Full Flavoured Fats



No longer misunderstood, consumers and chefs alike are now using fat, from butters to plants to animals, to impart mouthwatering flavour and creaminess into everyday dishes and drinks.



Everyday French



Forget fancy. This is French for everyone. Grounded in the techniques and ingredients of French cooking, but democratized for today's kitchen, French cuisine has never been more approachable.



Beyond Heat



Pushing beyond singular spicy to take a journey into heat and complementary ingredient pairings in order to shape how heat is perceived and how long it lingers and finishes.



Marine & Animal Fats

The animal and marine fat market is expected to reach \$5 million by 2030 and a CAGR of 7.6%.

- Mintel



Max Oceans TH
Crispy Chicken Skin in Holy Basil Flavour



KFC SG Goldspice chicken skin tossed in a blend of salted egg, curry leaves, and sweet basil seasoning

Not Your Average Plant Butter

Plant-based fats and nut butters are being tested to recreate the velvety texture of animal-based fats. Emerging sources such as pistachios and macadamia nuts are entering the scene of veganized fats.



Meridian Foods UK
Taking innovation one step further, Meridian Foods has combined dessert flavours – Toffee Apple & Banoffee Pie into their Almond nut butter.

Butter Elevated

Butters are showing up in unexpected formats and as a major flavour vehicle reimagined into different formats, such as whipped and powdered. The brown butter consumption is also growing by 23.7% annually.

- Tastewise (US)



Nestle USA
Coffee Mate x Toll House Cookies
The limited-edition creamer features notes of semi-sweet chocolate and buttery, caramelized brown sugar.



Plant-Based French

A new wave of French food is arriving and this movement is sans meat. Plant-based eaters and renowned French chefs are reimagining the classics with vegetables in the spotlight. French techniques are also pushing vegan food into a bolder, tastier, and fancier era.



Aberyne FR
Vegan Foie Gras
“Foie Green” which is made of cashews to mimic the similar creamy texture of Foie Gras. Available in 4 flavours – Original Truffle, Blueberry and Pepper.

Foundational French

No longer confined to exclusive fine dining establishments and strict rules, French cuisine is a vehicle for experimenting with lighter, simpler fare where seasonal produce and global influences shine.



Mama OK Noodles TH
Truffle Instant Noodles



Jenny's Bakery AU
Pandan Custard Croissant



Yuzu Kosho

Yuzu Kosho is a staple in Southwest Japan, but is gaining prominence with chefs worldwide. This all-purpose Japanese paste that delivers a sharp, tangy (from yuzu) flavour, balanced by a kiss of heat (chillies), it creates memorable flavour and aroma in every dish it graces.



FamilyMart Famichiki Yuzu Kosho JP
Fried chicken paired with green yuzu and the tangy spiciness of green chili peppers

Chongqing Mala

Sichuan peppercorns and chilies combine to create a spicy element that delivers a numbing sensation on the tongue. The mala flavour is predominantly used in hotpots but has also found its way into various applications, including seasoning for chips, shaker fries, and instant noodles.



McDonald's SG
Mala Shaker Fries



Squid Brand TH
Mala Spicy Fish Sauce

Tom Yum

Tom Yum Soup is bold, light, tart, salty citrusy, and spicy, bursting with layers of flavour. It offers a balance of hot and sour broth and brightening greens, using lemongrass, galangal, and kaffir lime leaves.



Marrybrown MY
Tom Yum Chicken



Burger King SG
Tom Yum Burger



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flavours demand of tomorrow!**

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