

THE OMMMMMM
OF MMMMMMM



FlavourSolutions



*Travelling the globe,
Finding regional flavours
That have yet discovered.*

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NEW YEAR, NEW TOP TRENDS TO WATCH OUT FOR 2019!

McCormick & Company has always been on the look out for new and exciting flavours each year. We've been identifying emerging culinary trends and pinpointing top trends and flavours.

Food trends come alive in a cultural and social context; from food and beverage delivered within a pack design, décor, communications, menu, atmosphere and visual format, essential to create the story and bring the experience alive for consumers.

In this issue, we 'll discover some of the trendiest eats of the year, gain deeper understanding on the importance of macro cultural trends and the coming of consumer's curiosity to discover new food and drinks. And lastly, see which food made the cut to the trendiest flavours of 2019!

May the exciting new flavours surround you throughout this year!

Sincerely,

McCormick Flavour solutions ASIA PACIFIC, Marketing and Insights Team

 **Flavour**solutions



I. THE FOODTURE

2019-2020 Macro Trends to Look Out For

The visual, verbal, atmospheric and experiential ways in which food and beverage is delivered through a brand or service is via the cultural story it tells.

Four of the latest, Most Interesting and Fast Moving Macro Cultural Trends in the Food and Beverage Arena

NURTURE US

We are seeing a continued rise in global respect for all that is provided by our planet. Consequently, not wasting and instead nurturing nature's ingredients (for example 'Seacuterie') and treating them with respect by using artisan, traditional and 'proper' preparation methods.



FLAMBOYANCE

Tribalism is making a comeback. This is demonstrated through multisensorial experience and drama in food culture. The Insta-culture continues to drive this 'super-creativity' through attention-grabbing and flamboyant expressions of gastronomy.



KIND TO ME

Due to the previous mass production of food, targeted effects and personalization were largely underleveraged in the consumerist culture. People are now becoming less willing to make compromises with their food and drink, because it is more and more a buyers' market.



FREEDOM & FEAR (AI ECONOMY)

There is a dichotomy in the benefit that our modern, connected, 'algorithmic' society brings. We applaud the use of tech and culinary expertise to make food even more convenient to our own personal needs, BUT food's origin is coming under scrutiny after many exposures, the people's revolution has been driven by an unprecedented period of mistrust in institutions.



II. EATSIGHTING

Consumer Trends That Shape Our Future Today

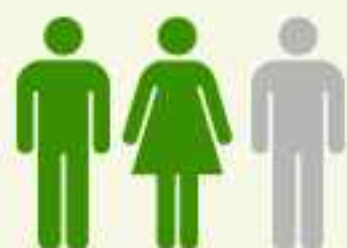
The rise of consumer curiosity increases.

That includes an element of unexpected surprises.

Top 10 Trends 2019

1. Discovery: The Adventurous Consumer

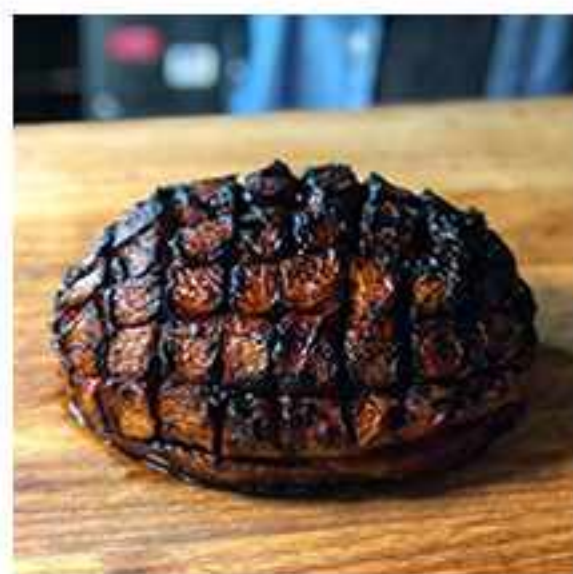
Consumers are on a big and broad journey of discovery to explore bolder flavours and multisensory food experiences.



"I love to discover new flavours"

US, UK and Chinese consumers.

Source: Innova Trends Survey (2018)



THIS IS NOT WHAT IT SEEMS

SMOKED WATERMELON looks definitely like ham, but it's salty, sweet, smoky--- and a must try!

duckseatory Don't let that caramelized skin fool you - this smoked "ham" is 100%



Source: [instagram.com/duckseatory](https://www.instagram.com/duckseatory)

2. The Plant Kingdom

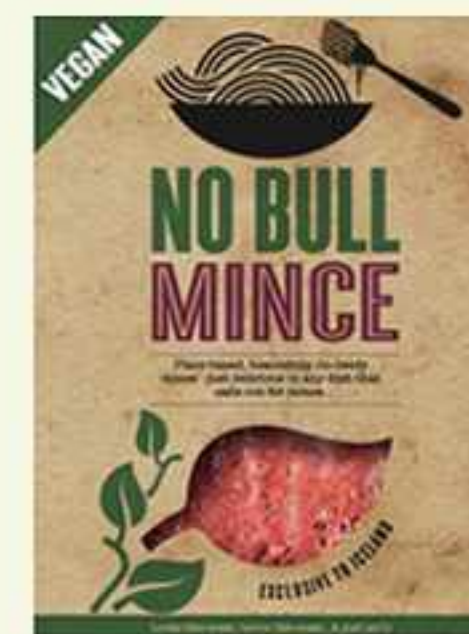
Brands are greening up their portfolios to attract even the mainstream consumer.

3. Alternatives to All

Consumers pay attention to health and sustainability, pushing more innovation in replacement foods and ingredients.

A Wider Range of Dairy and Meat Alternatives

+17%
Dairy Free



+11%
Meat Substitutes

*CAGR of new food & beverage launches in selected subcategories (Global, 2013-2017)

4. Green Appeal

Brands increasingly commit in market actions and innovations to answer consumer expectations around sustainability.

Top 10 Trends 2019

5. Snacking: The Definite Occasion

Evolving expectations around snack products is a strong focus for innovation across all food and beverage categories.



Snack Attack: Innovation focused on snacking occasions.

6. Eating for Me

Technological advances and ever expanding choice in food service and retail are enabling consumers to adopt a more individual approach to eating.

7. A Fresh Look at Fiber

Renewed interest in fiber, going beyond digestive health benefits, is driving fiber applications.

8. I Feel Good

Consumers have a rising interest in the role that nutrition can play in supporting emotional and mental wellbeing.

9. Small Player Mindset

Start-up companies continue to shake up the food and beverage industry, competing against major players who in turn are going small in their strategy.

Multinationals launch & integrate start-ups



10. Connected to the Plate

Advances in digital technology are enabling consumers to get closer to their food through greater levels of transparency and knowledge.

III. THE FLAVOURACLE

Emerging Flavour & Cuisine Trends

Explore the unique cooking styles, eye-catching Aussie flavour markers, and exciting regional flavours.

STYLE OF COOKING



NATURAL

- Ceviche
- Raw
- Tartare
- Poached
- Cold pressed
- Unprocessed

ZUAYA LONDON

Ceviche with sweet potato ice cream / UK



TIME

- Slow n Low
- Pulled
- Confit
- Braised
- Sous Vide
- Marinated Aged

ZOE'S GHANA KITCHEN, LONDON

Pulled Suya goat spring roll / UK



SENSORIAL

- Puffed & popped
- Carbonation
- Deep frying
- Flavour powders
- Strong colours
- Multi texture
- Perfect plating Fun & surprise

DOMINIQUE ANSEL, LONDON

Dominique Ansel Eton Mess, shake it all up and make a mess / UK



FIRE

- Barbeque
- Wood Fire Roasted
- Hot Glass Burnt
- Char
- Ash Triple Smoked Wrapped

BLACK BUNNY KITCHEN, QUEENSLAND

Specialist wood fired food / AU



PRESERVE

- Pickled & brined
- Salted
- Dried
- Freeze dried
- Fermented
- Cured
- Frozen

DIRT CANDY, NEW YORK

Sauteed artichoke and black hummus sandwich with pickled turnips, zhoug and mint / US

BIG FLAVOUR MARKERS AUSTRALIA

Savoury Kitchen



WATER

Samphire
Seaweed
Anchovy
Sardines
Fish sauce
Octopus
Sea salt
Squid
Marron
Cuttlefish
Algae
Abalone
Sea urchin
Oyster
Fish roes
Mackerel
Tilefish
Bugs
Sea water



FORAGE

Fresh herbs
Nettles
Hay
Flowers
Pepperberry
Wattleseed
Mushrooms
Juniper
Grubs & insects
Fennel
Wild garlic
Native greens
Nasturtium
Saltbush
Warrigal greens
Beach mustard



FLORAL

Rose
Green papaya
Watermelon
Jasmine
Orange & rose waters
Edible flowers & petals
Chamomile
Saffron
Lavender
Cucumber



SMOKE

Chorizo
Coffee
Woods
Chipotle
Bacon
Ash
Char
Tea smoked
Burnt butter
Smoked paprika
Smoked salt
Charcoal
Paperbark



BITTER

Black olive
Endive
Green tops from vegetables
High cocoa chocolate
Kale
Brussel sprouts
Beer
Tea – black, green
Bush
Cucumbers
Turnips



SOUR/ACID

Yuzu
Kumquat
Pomelo
Blood Orange
Finger lime
Dessert lime
Davidson plums
Kaffir lime
Sorrel
Sumac
Tamarind
Pickled
Ferments
Ponzu
Verjus
Kombucha
Quince
Vinegar – black, apple
Sake - aged



UMAMI

Dashi
Tamari
Bonito
Kombu
Miso
Soy
Fish sauce
Seaweed
Anchovies
XO sauce
Aged meat
Truffle
Parmesan
Mirin
Kimchi
Mushroom
Tomato
Savoury caramels



FAT

Avocado
Lard & lardo
Burrata
Ricotta
Goat cheese
Tofu
Tahini
Labneh
Curd
Keffir
Cultured butter
Mayonnaise
Nuts
Coconut
Olive oil



HERBS

Coriander
Thai basil
Basil
Rosemary
Thyme
Bay
Tarragon
Dill
Oregano
Mint
Betel leaf
Saltbush



EARTH

Nuts
Ancient grains
Seeds
Mustard
Beetroot & beets
Cauliflower
Paperbark
Buckwheat
Chickpea
Jackfruit
Aubergine
Black sesame
Tahini
Ginger
Turmeric
Mustards



SPICY

Garam Masala
Sambal
Black pepper
Ras el hanout
Za'atar
Baharat
Harissa
Dukkah
Zhoug
Berbere
Shichimi
Wasabi
Szechuan
Timut
Chilli
Jalapeno
Gochujang
Chimichurri
Horseradish
Pepperberry & leaves
Wattleseed



SWEET NOTES

Fennel
Parsnips
Peas
Carrots
Corn
Sweet potatoes
Potatoes
Squashes
Pumpkin
Chutney
Spicy honey
Cinnamon
Green Cardamom

BIG FLAVOUR MARKERS AUSTRALIA

Sweet Kitchen



WARM

Chilli
Pink peppercorn
Ginger
Cinnamon
Cardamom
Native pepper
Riberry
Mint
Cloves
Turmeric
Star Anise
Licorice



BURNT & SMOKY

Butterscotch
Toffee
Caramel
Muscovado sugar
Malt
Smoked salt
Dulce de leche
Toasted Mocha
Coffee



FLORAL BOTANICAL

Flower water
Hibiscus
Vanilla
Violet
Jasmine
Verbena
Bergamot
Tonka
Rosehip
Orange blossom
Nasturtiums
Sorrel
Pandan
Matcha
Lavender
Earl grey
Shiso
Rose – essence,
water, petals
Lemon myrtle



VEGGIE

Avocado
Sweet potato
Parsnip
Carrot
Fennel
Tomato
Beetroot
Zucchini
Artichoke



FRUITY & TROPICAL

Kakadu plum
Quandong
Lemon myrtle
Pineapple
Passion fruit
Papaya
Pomegranate
Mango
Lychee
Guava
Jack fruit
Persimmon
Watermelon
Raspberry
Strawberry
Cherry
Pear
Apple
Fig
Rhubarb



CITRUS

Yuzu
Tangerine
Clementine
Lemon
Lime
Grapefruit
Finger lime
Tangelo
Mandarin



NUTTY & SEEDY

Wattleseed
Chia
Pine
Peanut
Almond
Coconut
Pistachio
Pecan
Hazelnuts
Cocoa nibs
Macadamia
Tahini
Black sesame
Nutella
Sesame
Poppy seed



LIGHTLY SWEETENED

Honey
Date
Coconut sugar
Agave
Monkfruit
Stevia
Maple syrup
Fruit purees
Molasses
Pomegranate
Sugar alcohol



TIPSY

Cassis
Campari
Marsala
Rum
Whiskey
Gin
Beer
Bitters & Vermouths
Sherry
Cider
Rose
Sake
Digestive – fruit, herb & vegetable
Natural wine



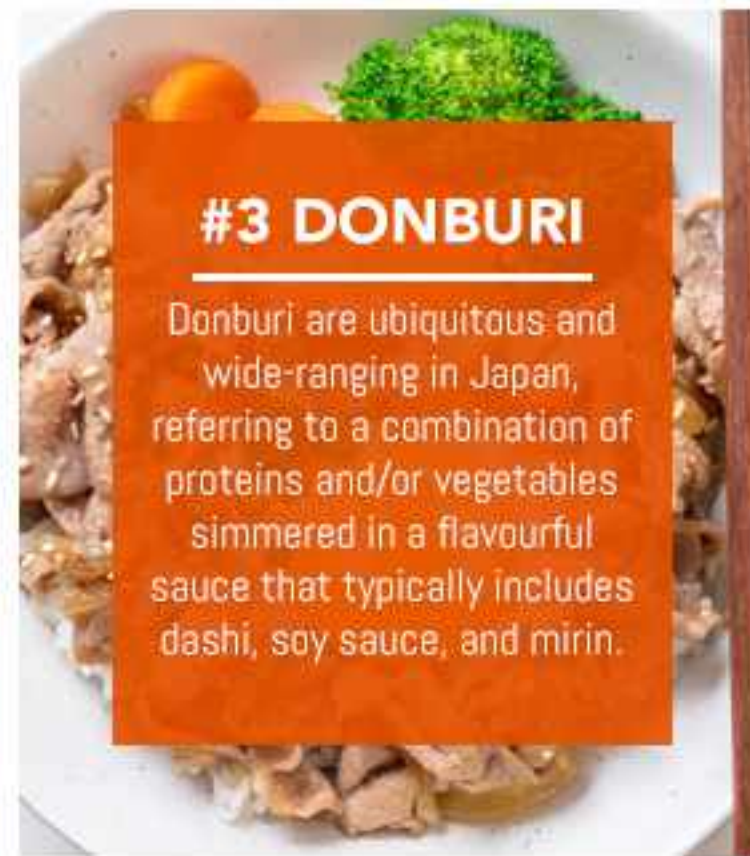
#1 LICHEN

Lichens are plentiful – they grow on every continent at nearly every elevation – and come in a huge range of flavours, colors, and varieties.



#2 BOOZA

What if you could make gelato even richer and creamier? Enter booza, otherwise known as Arabic ice cream, or dondurma in Turkey.



#3 DONBURI

Donburi are ubiquitous and wide-ranging in Japan, referring to a combination of proteins and/or vegetables simmered in a flavourful sauce that typically includes dashi, soy sauce, and mirin.



#4 YUZU KOSHO

It has traditionally been used on Japanese hot pot stews and miso soups, but the possibilities are practically endless, particularly because various recipes or retail products have differing flavour profiles.



#5 MANGOSTEEN

Mangosteens are prized for their unique sweet, tangy, juicy, floral flavour. National Geographic declared the fruit to be the "The Most Exquisite Fruit of the Tropics."

10 Flavours You Should Watch in 2019 and Beyond



#6 ASHWAGANDHA

The root of this plant has long been used in Ayurveda, the alternative medicine system that developed in India and has now spread around the world.



#7 MAMEY

Mamey sapote is often confused with a similar fruit called the sopadilla, but it has a flavour that's all its own – and hard to describe. It is common in Cuba and Miami where it can be found in milkshakes & ice cream.



#8 CHAMOY

Chamoy most often refers to the bottled sauce made by adding chili powder to a pickling liquid used to preserve fruit, creating a intensely fruity, salty, sweet, sour, spicy condiment.



#9 TERPENES

Terpenes, the oils that are responsible for the flavours and aromas in cannabis. Now chefs and product developers are starting to consider those terpene profiles as they craft products and dishes.



#10 KOJI

Koji is a mold or fungus, specifically, an ancient, white, fluffy mold that is traditionally grown on rice or another grain in China or Japan. Used to ferment fruits and vegetables and create umami-rich products like soy sauce and miso.



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