



THE OMMMMMM  
OF MMMMMMM





*We're giving spotlights  
For fresh flavourful insights  
And tasty delights.*





## WE'RE EXPLORING WAYS TO REFRESH, REPLENISH AND REHYDRATE !

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McCormick & Company has always been in constant pursuit of what's next on flavour trends around the globe.

From savoury and healthy dishes up to unexpected mixes of flavours that truly satisfies our taste buds, it's time to freshen up and explore cool juice trends and icy treats crafted with creative deliciousness.

In this issue, we bring you the global insights, trending 'better-for-you' ingredients and innovations focusing on health & freshness in juices around the Asia Pacific region.

Also, explore well-loved craft cocktails with bold flavours, new creamy creations inspired by subtropical destinations and nourishing treats that can help you stay cool in our latest Flavour Forecast!

Get ready to squeeze, sip, slurp, and repeat with all things juicy, icy and tasty!

Sincerely,  
McCormick Flavour solutions ASIA PACIFIC, Marketing and Insights Team





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# I. THE FOODTURE

Global Insights, Innovations And Trending Ingredients In Juices

*Brands are formulating with functional ingredients and sophisticated flavours, while formats and textures are being explored to target new occasions.*





# GLOBAL OPPORTUNITIES



## 1. Celebrate Functional Ingredients

Ingredients with **functional attributes**, like botanicals, charcoal and collagen, are gaining a wider presence in juice innovation.



## 3. Focus On Transparency

There is an opportunity for juices to be more **transparent** about ingredients, sourcing and processing.

### TIME IS OF THE ESSENCE

Time required to prepare a product is becoming a clear selling point.

Teazen Lemon Balm Extract Powder contains 30mg of rosmarinic acid and can be consumed anytime and anywhere (South Korea).



## 2. Target New Consumption Occasions

Innovating with thicker **textures and alternative ingredients** allow global producers to extend the consumption occasion of juices.



### IRON-FORTIFIED JUICE

Tropicana Essentials Iron Rich Apple, Carrot & Mixed Fruit Blended Juice is a blend of fruit and vegetable juices that claims to support an active body and mind (India).



# GLOBAL OPPORTUNITIES

## 4. Cold-pressed Juice Continues To Grow In Popularity

Pressed has increased 120% and cold preparation has increased 100% as a method of juice ingredient preparation.



## 6. Citrus Ingredients Squeeze Onto Juice Menus

Lighter citrus ingredients are increasingly being used in juices to appeal to diners' interest in less sweet and fresh options.



### STARBUCK'S EVOLUTION FRESH KOMBUCHA

In 2018, Starbucks launched a line of cold-pressed juices to give customers additional functional benefits and something new to try.

## 5. Diners Veg Out On Juice

Vegetables as juice ingredients are experiencing high growth as diners look for lower sugar and nutrient-rich blends.



### CUCUMBER ORANGE COOLER

Jamba Juice (Chain)  
Orange juice is combined with cucumber, apple and lemon juices and served over ice.





# APAC OPPORTUNITIES



## 1. Emphasize Natural Qualities

**Naturalness** continues to be a major trend in juice and beverage concentrates in Asia.



Indian brand formulates with chilli to up the intensity of health benefits.

Zago Fogoso Chilli and Guava Lemon Flavoured Drink is a non-carbonated chilli drink with fiery element of chilli-capsaicin, that 'make one feel good' (India).

## 3. Consider Added Nutrition

Juice brands can address micro-nutrient deficiency in Asian markets through **fortified recipes**, with inspiration from beverage mixes or concentrates.



## Free from preservatives and caffeine

Balance Grow Honey Ginger Beverage Concentrate is made with sliced ginger, ginger juice and honey. It can be prepared with hot or cold water (Philippines).



## 2. Explore Better-for-you Ingredients

Consumers associate juice with being sugary and is likely to **drive the demand** for better-for-you products.



**Added nutrition** not only caters to consumers who drink juice for increased energy, but can also help to tackle malnutrition.

Glucose Apple Juice Drink with essential minerals





## II. EATSIGHTING

Juice Innovations Around Asia Pacific

*Squeeze in to discover juice trends and innovations in Australia, India, Thailand, Philippines, and Malaysia.*





**AUSTRALIA**

**Cold-pressed juices are having an influence on flavour trends.**

One positive influence on Australia's juice category could be the recent popularity of juice bars in major cities.



**INFUSION OF INDIAN HERBS**

**PANAGAM**

JOOT Foods Panagam is an all-natural product made with basil leaves and a hint of spice, a perfect thirst-quencher for a tropical summer.



**SUGARCANE WITH GINGER & MINT**

The Rejoov Sugarcane with Ginger & Mint Juice is a gluten-free juice, suitable for vegans and vegetarians.

**MIXED JUICE**

Juice Up Pineapple, Pear, Sweet Lime, Yellow Bell Pepper, Turmeric & Amla Juice is a vegetarian product that retails in a 300ml pack.



The flavour components common to the trend all increased from 2013 to 2015 such as beetroot, ginger and vegetable flavours.



The Juice Lab Golden Glow Premium Pressed Juice



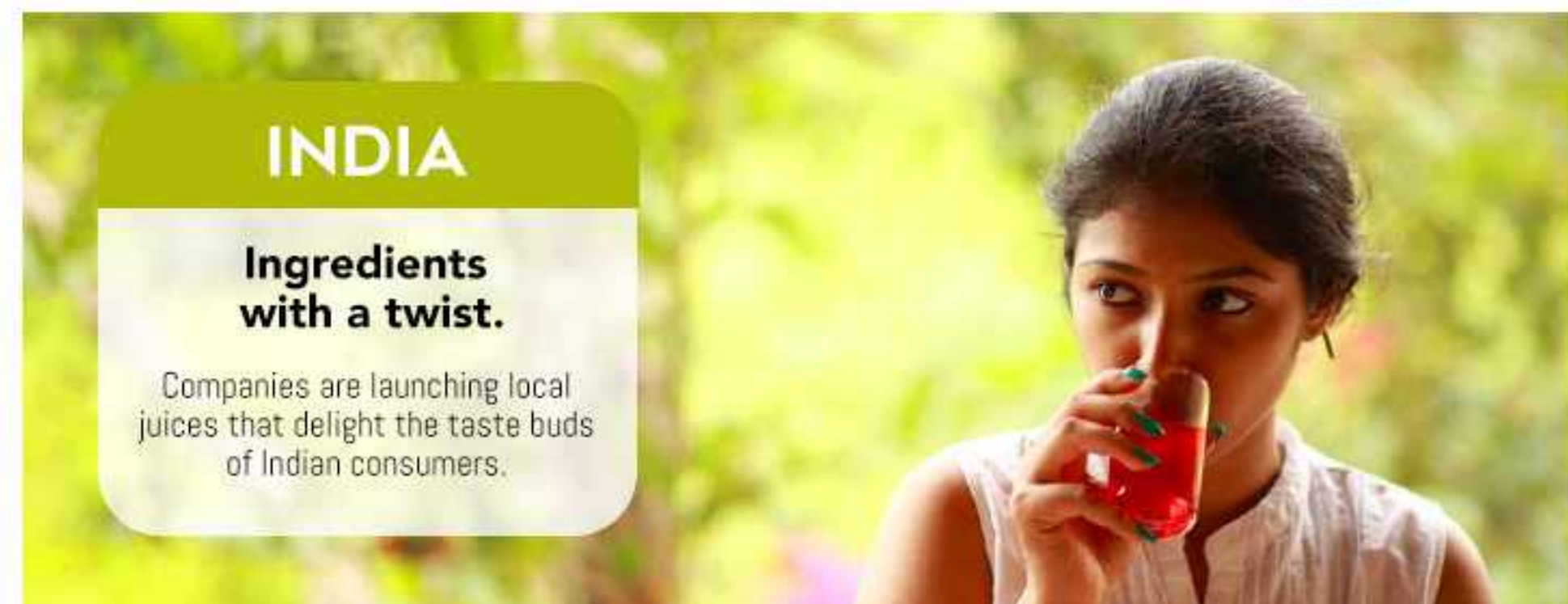
Impressed Berry Beets Cold Pressed Juice



The Daily Juice Company Nourish Apple, Celery, Lemon & Spinach Juice



Michael Brothers Strawberry Lemonade Pressed Juice



**INDIA**

**Ingredients with a twist.**

Companies are launching local juices that delight the taste buds of Indian consumers.





Engaging young consumers with fun innovation



**STRAWBERRY BINGSU FLAVOUR**

Strawberry Bingsu Flavoured Drink features the trending bingsu as a flavour.



**CHEWABLE JELLY**

Mixed Fruit Flavoured Jelly Drink comes with chewable jelly and is supposed to be shaken before drinking.



**ALOE VERA PULP**

Lemon Juice with Aloe Vera contains 5% lemon juice with Aloe vera pulp.



**PHILIPPINES**

**Making juice relevant for all.**

Juice companies are making their juices relevant for different consumers.

**THAILAND**

**Bring new sensations to juice.**

Juice brands are exploring sensory experiences through texture innovation and flavour combination as a way to engage young consumers who seek new experiences.



Broadening juice relevancy across age, occasion and concern



Using popular children's movies to encourage children to drink juices

**JUICY JUICE 100% APPLE JUICE**

This product has been relaunched to celebrate the release of Cars 3.



Non-alcoholic mocktails for any occasion

**PURE PLUS COOL MOJITO DRINK**

This is made from lime juice & mint leaves, which creates a lime and apple mint flavour for the non-alcoholic cocktail.



Aimed at consumers looking for quality juices from leading European retailers

**CASINO 100% PURE GRAPE JUICE**

This product from France is sold at the premium grocer Marketplace by Rustan's.





**MALAYSIA**

**Innovate with familiar, trending ingredients.**

Brands are developing juices with ingredients that are familiar to Malaysian consumers such as roselle and longan, while exploring trending fruit and vegetable ingredients including purple carrot and purple sweet potato.



**Consumers seek comfort from modernised updates of age-old formulations, flavours and formats.**

**Maximising the potential of familiar Asian ingredients**



**LONGAN AND RED DATE**

Ruhn Chan Water Chestnut & Sugar Cane Drink is a halal-, ISO- and HACCP-certified product that is made in Taiwan and retails in a 480ml pack.

**Harnessing aloe as a local ingredient**

**APPLE AND ALOE VERA**

F&N Fruit Tree Fresh Apple & Aloe Vera Mixed Fruit Drink has been relaunched under a new brand name and in a newly designed 1L pack bearing the FSC Mix logo.



**Tapping into purple power**

**BLENDED WITH PURPLE CARROT**

Pokka Fresh Mixed Berries & Carrot Fruit Juice is made from 100% juice and is described as a delicious wonder of berries harmoniously blended with purple carrots to delight taste buds.





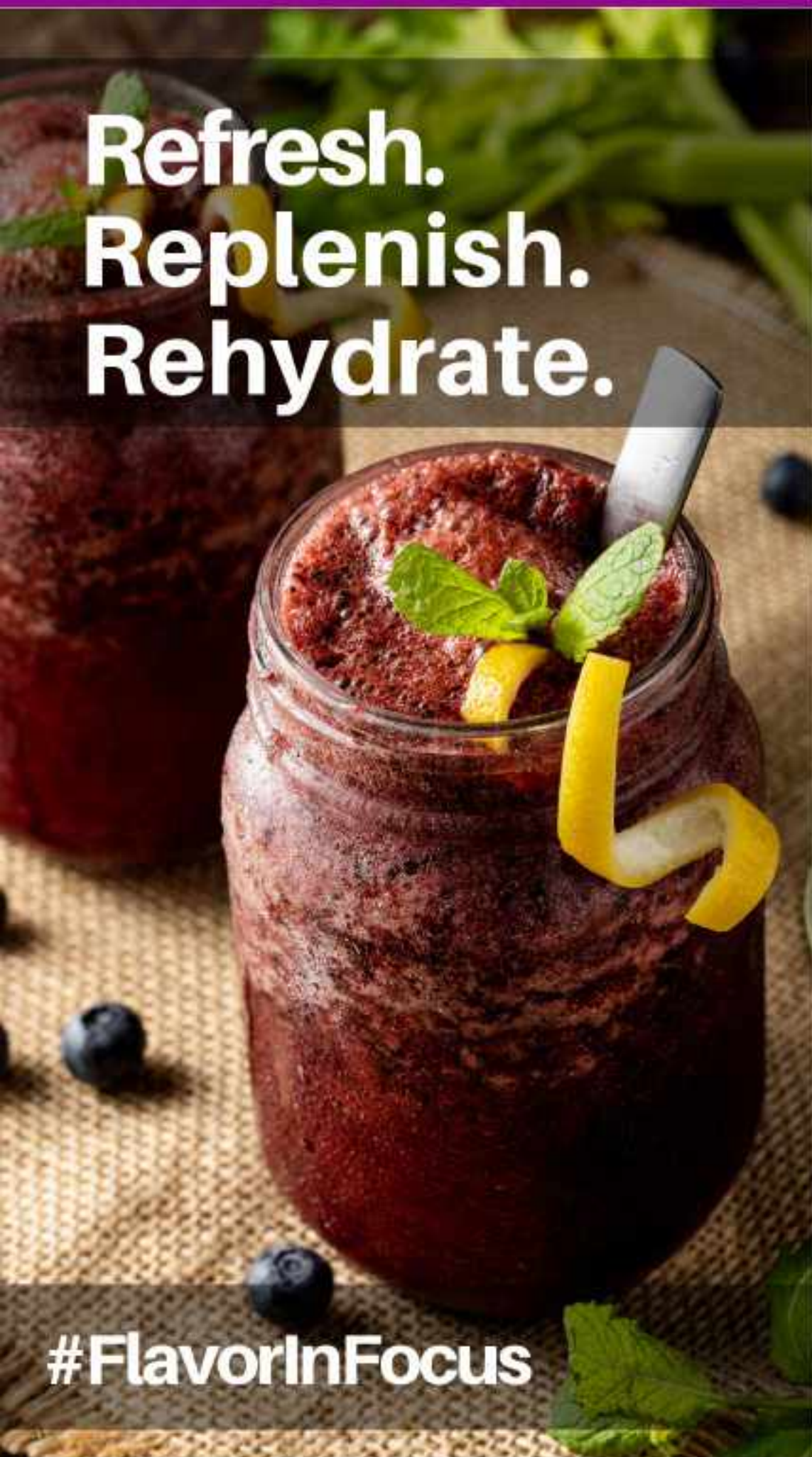


# III. THE FLAVOURACLE

Flavour Forecast 2019 Qtr. 3

*It's time to focus on ways to Refresh, Replenish, and Rehydrate!*





# COLD IS THE NEW HOT

Temperatures are rising, and seasonally warmer weather is evident these days. That is why we've been on the hunt for refreshing new ways to hydrate, replenish and beat the heat.

Whether chilled or frozen, there's an increased demand for icy treats crafted with creative deliciousness!



**SEASONALLY RELEVANT**



**BETTER FOR YOU**



**SENSORIAL EXPERIENCE**



# THE RISE OF COOLING FOODS



## INCREASED DEMAND FOR FROZEN TREATS



## RISE OF PLANT BASED FROZEN TREATS



## FUN WITH GLOBAL FLAVOURS

- Traditional flavours remain popular, but there's still demand for innovation and sophistication.
- Sweet and savoury combinations are becoming more fashionable.



## SNACK-TASTIC

- Milkshakes and smoothies were the forerunners of this trend, but since their emergence, on-the-go slushies and ices have exploded.
- Creamy milk or yogurt bars have come on the scene. The more unusual and innovative, the better!





REFRESH. REPLENISH. REHYDRATE.

## Craft Cocktails on the Lighter Side

Give your craft cocktails the big chill and enjoy shaved ice drinks with all the flavour and experience, served up low or no-alcohol style.

Bold, concentrated flavours from fresh fruit syrups, bitters, sours and spices guarantee they won't get diluted as the ice melts.



**WATERMELON CHAMOY  
ROSE GRANITA**




**CALAMANSI JUICE**



**PEA FLOWER DRINK**

Source: McCormick Flavour Forecast 2019 Quarter 3

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[www.mccormick.com/flavor-forecast-2019](http://www.mccormick.com/flavor-forecast-2019)







**Middle East Mint Lemonade**



**Syrian Limonana**

### New Takes on Lemonades

Making cocktails/mocktails with different lemonades as bases.

### Ice Pops



**HOMEMADE COCKTAIL POPS**

The easiest way to combine the two together is by using a regular ice pop as a stir stick for their cocktails.



**FROSE ICE POPS IN COLLABORATION WITH MIRABEAU**

Fruity flavours have been combined to create ice cold adult only treats.



**Japan: Kakigōri**



**Philippines: Halo-Halo**

### Global Shaved Ice

Asian shaved ice desserts are entering the mainstream, providing something new for curious consumers.



**Korean: Patbingsu**



**Thailand: Nam Khaeng Sai**

Source: McCormick Flavour Forecast 2019 Quarter 3

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## A New Creamy Cool

Move over milkshakes. There are some new creamy creations in town - inspired by subtropical regions, like India and Thailand.

Meet the buttermilk masala chaas drink, frozen kaffir lime pie and mango lassi bites with coconut cream. Featuring both dairy and plant-based ingredients, they're the coolest delights around.



THAI LIME PIE



MANGO LASSI BARS

MASALA CHAAS



CARROT CAKE ITALIAN ICE



BEET FETA LAYERED MOUSSE



CUCUMBER CELERY SLUSHY



BLACKBERRY SWEET POTATO POP

## Nourishing Treats

Indulge yourself with sweet and savoury pops, slushies and mousse that spotlight the goodness of veggies with delectable taste from ingredients like mint, dill, ginger, cinnamon, blackberries and pineapple.

They'll leave you feeling cooled, energized and ready for whatever the hot days bring your way.

Source: McCormick Flavour Forecast 2019 Quarter 3

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www.mccormick.com/flavor-forecast-2019





The logo features a stylized 'Mc' in blue and red, followed by the word 'Flavour' in blue and 'solutions' in a lighter blue. Below it is the tagline 'GENUINE FLAVOUR • INSPIRED SOLUTIONS' in red and blue. The background is a white banner with colorful powder splatters in red, blue, orange, and green.

**Mc** Flavour solutions  
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