



THE OMMMMMM
OF MMMMMMMM



*We celebrate two decades
of our love for trendy tastes
that we put into our plates!*



CELEBRATING THE FLAVOUR TRENDS OF THE FUTURE WITH OUR FLAVOUR INNOVATION.

For 20 years, McCormick has been on the hunt for all the flavours having their moment. Our love to discover the latest ingredients, styles, experiences, and also reimagine some of our old favorites drive us to keep on searching for the next big taste!

In this issue, we feature our previous top trends and flavours from our signature Flavour Forecast —from those on the verge of widespread appeal to subtle undercurrents just beginning to materialize.

Also, the craving for heat is never going away as we unfold our second quarter for this year's Flavour Forecast. In fact, the desire for chili flavours in food is just going to increase as consumer palates adapt to spicier profiles.

So follow along, feast your eyes and join our flavourful adventure!

Sincerely,
McCormick Flavoursolutions ASIA PACIFIC, Marketing and Insights Team



TABLE OF CONTENTS

III. THE FLAVOURACLE /

CELEBRATE 20 YEARS OF FLAVOUR

All About Flavour Forecast	2-3
Featured Flavour Forecast Trends	4-5
What's Next in Flavours	6-8

FLAVOUR FORECAST 2020 QTR. 2

What's Next in Spicy Flavours: Chili Obsession	10
Spices & Spicy Food Regional Signatures	11
Global Taste, Heat & Origins	
Mala	12-13
Sambal	14-15



III. THE FLAVOURACLE

Celebrate 20 Years of Flavour Forecast

Exploring the flavours of tomorrow for two decades and counting!

ALL ABOUT 

When it comes to flavour, we're in the forefront. We love to identify emerging culinary trends and taste tomorrow's favourite flavours.

Since we began formally forecasting in 2000, we've helped move a host of trends and ingredients from obscurity to a popular place in top retail brands and restaurant menus.

Our Flavour Forecasts give our partners —from food manufacturers to food service companies— opportunities to be first to market with innovative flavours.





To identify tomorrow's favourite flavours, we deploy a team of 100+ experts for a 12-14 month process.



BACKGROUND

The Flavour Forecast is an annual report featuring the emerging flavour trends and what drives what's next in flavour at restaurants, on retail shelves and in home kitchens.

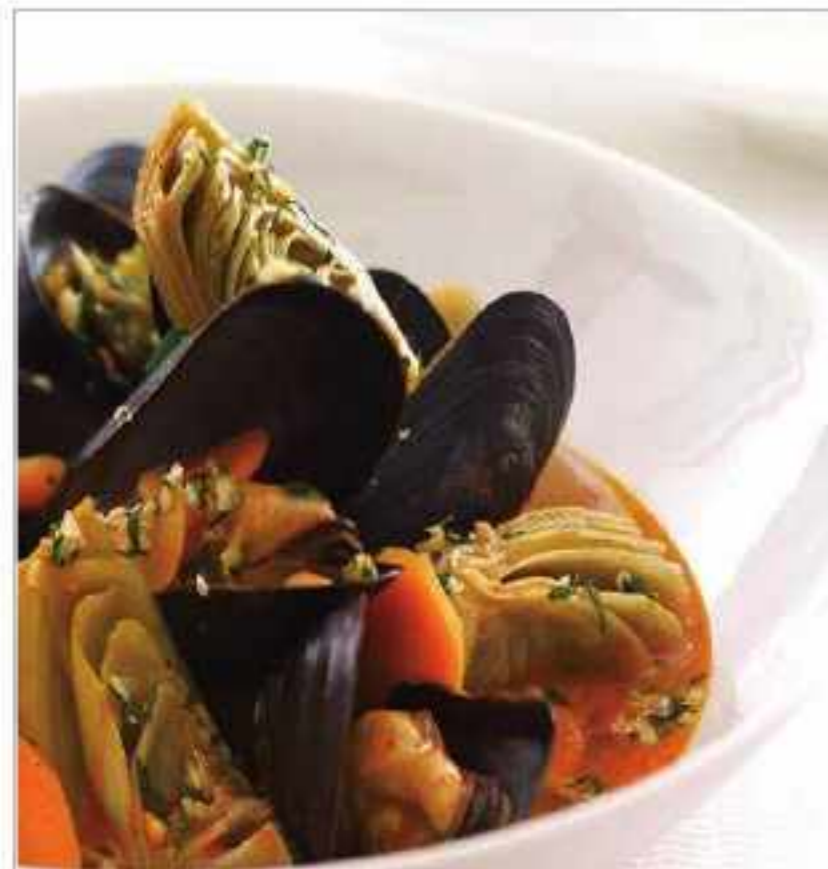
Created to help you taste the flavours of tomorrow, it is translated, localized and used in over 15 global regions, showing how spices & herbs are on-trend and inspire new products in market.



Each spring, our experts convene to a Global Flavour Summit to explore flavour trends throughout the company's global network and with our expertise, we select emerging flavour trends that inspire chefs to create original Flavour Forecast recipes.



FEATURED FLAVOUR TRENDS



2013
HIDDEN POTENTIAL

- **Steamed mussels and artichoke with hazelnut gremolata**
- The liberation of stunning flavours locked within ingredients – the artful transformation of underutilized parts.



2014
CHARMED BY BRAZIL

- **Bahian-Spiced Chicken & Beans with Yuca Mash**
- Illuminating the vibrant flavours and traditions of a dynamic melting pot culture.



2015
COOKIES REIMAGINED

- **Peanut Butter Snickerdoodle Tart with Cinnamon Peanut Crust**
- Classic spiced cookie flavours take new form in decadent, imaginative desserts that redefine "milk and cookies".



2016
BLENDS WITH BENEFITS

- **Nicoise Salad with Chia, Citrus and Chile Crusted Tuna**
- Flavourful herbs and spices add everyday versatility to good-for-you ingredients like matcha and chia.

FEATURED FLAVOUR TRENDS



**2017
EGG YOLKS:
THE SUNNY
SIDE OF FLAVOUR**

**Mediterranean
Vegetable Shakshuka**

Taking on the different tastes and styles of each dish, yolks add excitement, protein and exceptional flavour.



**2018
JAPANESE
IZAKAYA EATS**

**Fried Chicken Rice Balls
with Creamy Plum
Vinegar Ginger Sauce**

Izakayas—Japanese gastropubs—serve up casual tasting plates, similar to Spanish tapas.



**2019
MEXICANA VEGANA**

**The vibrant streets and food
halls are alive with vendors
offering small, fulfilling Mexican
Vegan bites, called antijitos.**

Other vegan meat alternatives include: Tofu, Cauliflower, Potatoes and Lentils.



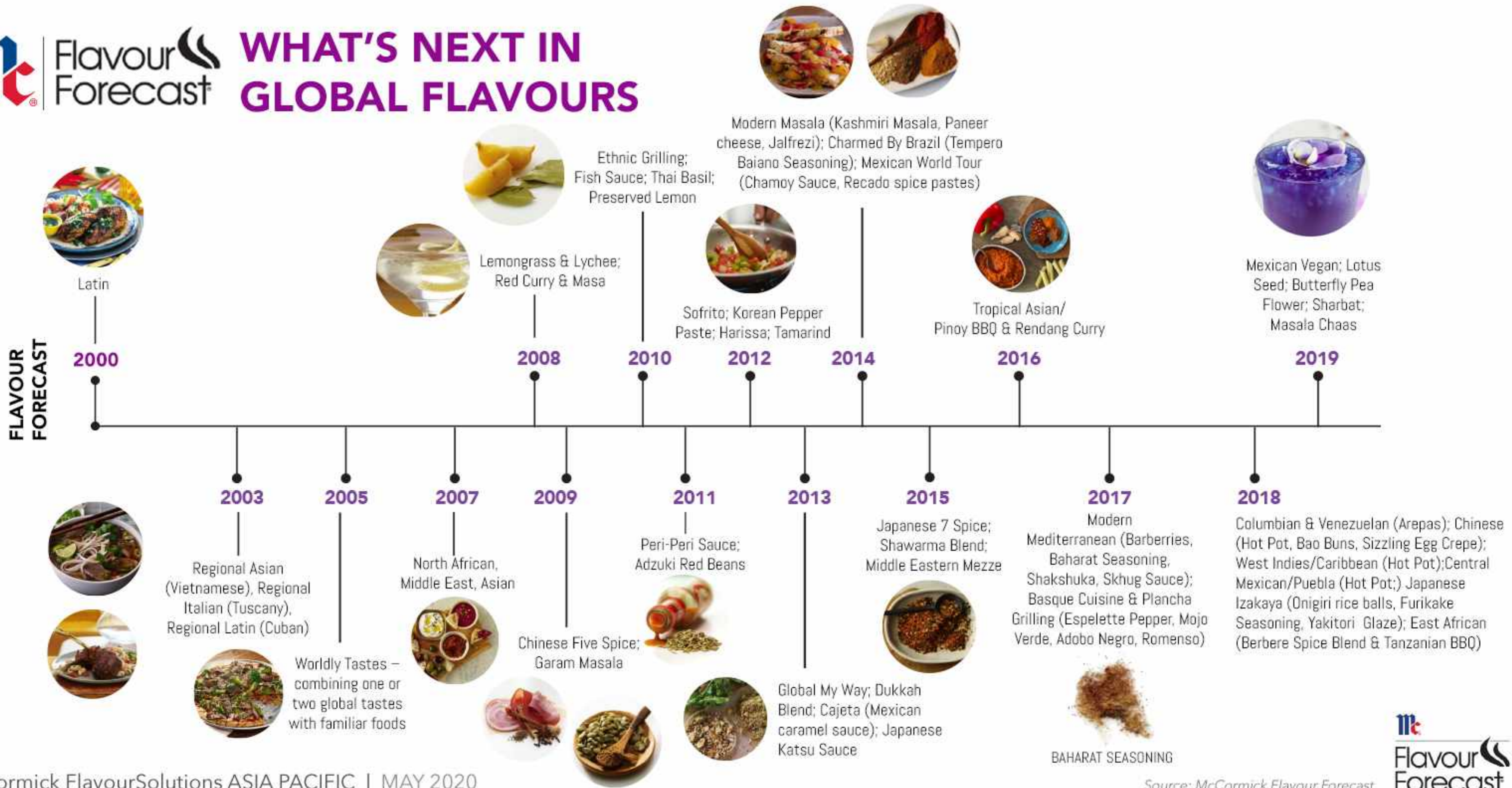
**2020
GLOBAL FLAVOURS**

Traditional XO sauce

This umami-packed condiment is the whole package - savoury, smoky, sweet, spicy and salty - thanks to key ingredients like dried shrimp, cured ham, chilies, onion, oil and more.

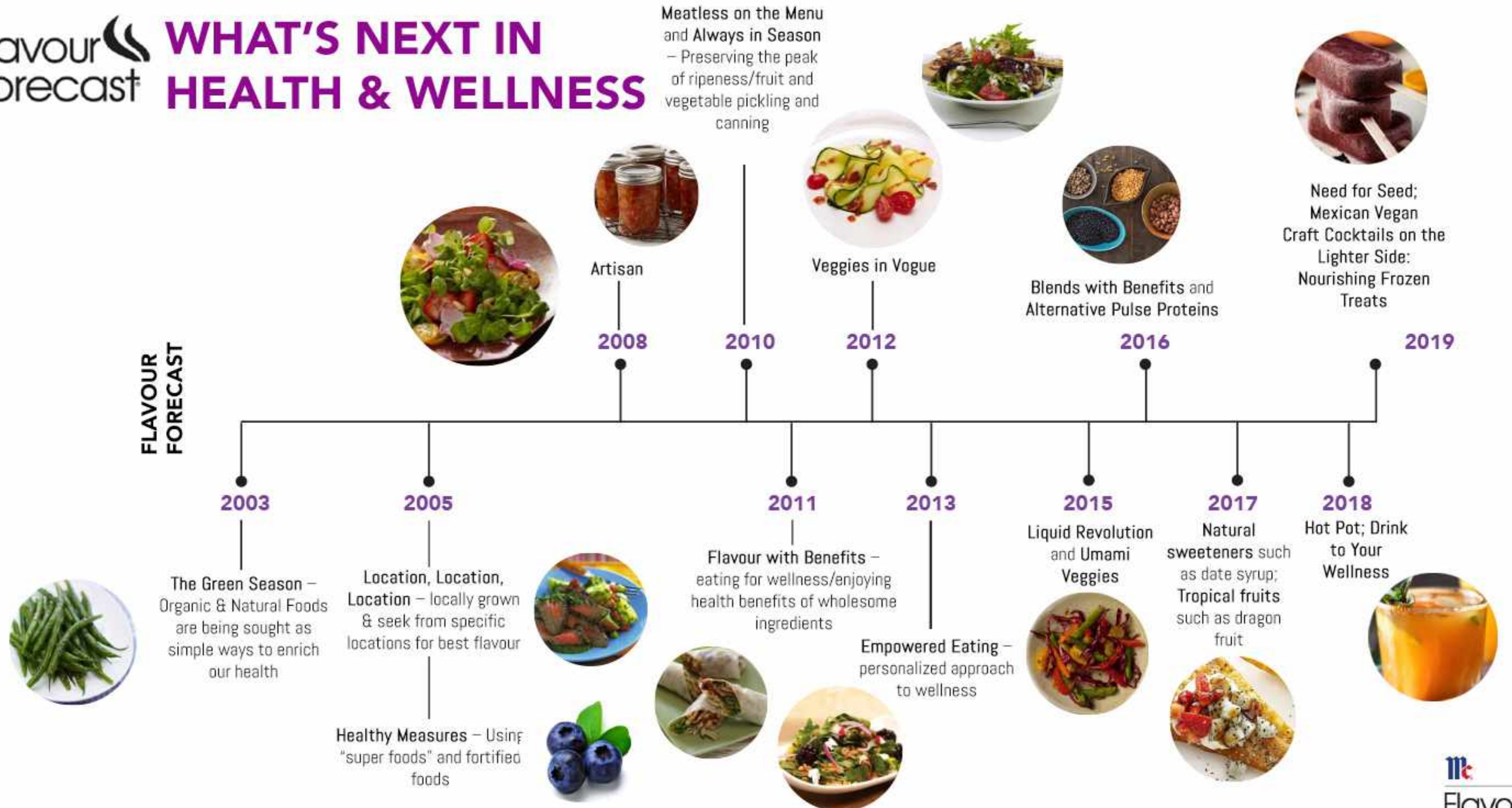


WHAT'S NEXT IN GLOBAL FLAVOURS





WHAT'S NEXT IN HEALTH & WELLNESS





WHAT'S NEXT IN SPICY FLAVOURS



I. THE FLAVOURACLE

Flavour Forecast 2020 Qtr. 2

The search for the next big taste is here for today's global consumers.

WHAT'S NEXT IN SPICY FLAVOURS: CHILI OBSESSION

Heat alone is not enough.

Consumers now want an **intense experience** with different flavour combinations which challenge the normal level of spiciness.

The types of chili that consumers are eating is also proving important, with consumers getting better informed about different chili flavours and **specific pepper variety**.



XO Sauce, Suya Spice, Gunpowder Spice

In 2019, **more than 50 percent** choose spicy options when dining out or making meals at home.



2020



**SPICES & SPICY FOOD
REGIONAL SIGNATURES**



SOUTHEAST ASIA

Signature Flavour: Sambal
Featured Chili: Adyuma (Habanero), Bird's Eye Chili
Other Featured Flavours: Shallots



KOREA

Signature Flavour: Gochujang "Samyang"
Featured Chili: Korean Hot Pepper Powder
Other Featured Flavours: Rice Powder & Fermented Soybeans



CHINA

Signature Flavour: Mala
Featured Chili: Szechuan Pepper
Other Featured Flavours: Dried Shrimp, Garlic & Shallots



MYANMAR

Signature Flavour: Balachaung (Relish)
Featured Chili: Dried Chilis
Other Featured Flavours: Dried Shrimp, Garlic & Shallots



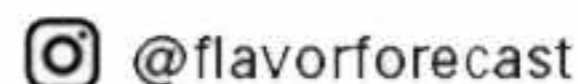
JAPAN

Signature Flavour: Shichimi Togarashi
Featured Chili: Sichuan Pepper/ Tien Tsin
Other Featured Flavours: Dried Orange Peel, Sesame Seeds, Dried Ginger & Seaweed



INDIA

Signature Flavour: Chaat Masala
Featured Chili: Dried Chilis, Guajillo Chiles
Other Featured Flavours: Cumin, Dried Mango Powder, Coriander Power, & Black Pepper



Visit our Flavour Forecast website and Instagram for more information and recipes.
www.mccormick.com/flavor-forecast-2019

Source: McCormick Flavour Forecast 2020 Quarter 2





GLOBAL TASTE, HEAT & ORIGINS: MALA

Mala sauce consists of **Sichuan peppercorn**, **chili pepper** and various spices simmered with oil. The word that most frequently defines Sichuan cuisine is "ma la", joining the **numbing "ma"** to the **heat of chili, "la"**.

Regarded as a regional dish for **Chongqing** cuisine and **Sichuan** cuisine, it has become one of the most popular sauces in Chinese cuisine and spawned many regional variants.

The spiciness that stems from it also now includes strong-tasting condiments like onion, garlic, leek, sweet wormwood and mustard which are greatly used in the South East Asian region.




In 2020, spice in terms of **"Mala"** still continues on an uprising trend.



POPULARITY

Singapore and **Thailand** are the hotbeds for Mala innovation as the two markets have a rich history of eating hotpots.

 @flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes.
www.mccormick.com/flavor-forecast-2019

Source: McCormick Flavour Forecast 2020 Quarter 2; <https://www.kalsec.com/ebook-spicy-perceptions/>


Flavour
Forecast

MALA & APPLICATIONS



MALA COOKING STYLE

The style of cooking with “Mala” rarely use fresh chilis in their cooking, but instead opt for **chili sauces or dried and pickled variants**.



MODERN TWIST

Sichuan peppercorns have a very distinct fragrance to it, very different from other peppercorns with slight lemony notes yet not as spicy.



CROSSOVERS

Mala Pizza @ Tino's

Pizza comes scattered with toppings like bacon, mushroom on a mala base.



IN RETAIL

Mala Konjac Tteodeeoboki

Mala flavoured with konjac.



MALA INSPIRED – MALA XIANG GUO


Mala xiang guo is a Chinese food dish. It contains **meat and vegetables**, known to be **salty and spicy**.



BEVERAGE

Hua jiao (flower pepper)

can be seen in Belgian ales, lagers and countless cocktails, such as the Sichuan Negroni.

 @flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes.
www.mccormick.com/flavor-forecast-2019

Source: McCormick Flavour Forecast 2020 Quarter 2



GLOBAL TASTE, HEAT & ORIGINS: SAMBAL

Sambal is an Indonesian chili sauce or paste typically made from a mixture of a variety of chili peppers with secondary ingredients such as shrimp paste, garlic, ginger, shallot, scallion, palm sugar, and lime juice.

Sambal has been gaining traction from the years 2018-2022 and used frequently in Southeast Asian Cuisine. It can also be used to add heat and flavour to marinades, dips, sauces, and spreads.



PRESENCE IN RETAIL

Sambal has been used ubiquitously in all matters of food, reigning supreme in Sauces & Seasoning, followed by Meals & Meal Centres.

APAC dominated the global sambal market with 55% share in 2017.



GEOGRAPHY

@flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes. www.mccormick.com/Flavor-Forecast-2019

Source: McCormick Flavour Forecast 2020 Quarter 2; Technavio



SAMBAL & APPLICATIONS

SAMBAL KACANG

The main ingredients for this Sambal are roasted peanut and chili. It adds flavour to grilled skewered meat, such as satays.



GREEN CHILI: SAMBAL IJO PADANG

Create a milder Sambal by using jalapeños, or a mixture of jalapeños and birds eye, as long as they're **green!**



CROSSOVERS

Sweet and Spicy
Sambal Chicken Wings

SAMBAL CABE JIO: GREEN SAMBAL

This particular Sambal is known to be **tangy, spicy, a little sweet, and very addictive.** It can be stir-fried with prawns or a fried snapper, or even tossed with instant noodles.



SAMBAL PETAI

Although it gives a unique, peculiar note to the overall spiciness, Sambal Petai has still been used frequently with many cooking styles, especially in stir-fry.

IN RETAIL
Spicy Fried Shrimp
Flavoured Potato Chips



@flavorforecast

Visit our Flavour Forecast website and Instagram for more information and recipes.
www.mccormick.com/Flavor-forecast-2019

Source: McCormick Flavour Forecast 2020 Quarter 2





McC **Flavour**solutions
GENUINE FLAVOUR • INSPIRED SOLUTIONS

MAY 2020 | ISSUE 8