

THE OMMMMMM
OF MMMMMMMM



Flavoursolutions



*We're inspiring you
To taste natural flavours
And eat in a healthy way!*

HEALTH AND WELLNESS CAN BE TASTY!

McCormick & Company has a deep affinity for spices—and a commitment to inspire healthy menu choices around the globe.

We have seen a huge change in healthy flavour solutions across all facets of the food and restaurant industries. Now, a lot of people are taking up less processed food and more natural alternatives than their usual products.

Understanding that health and nutrition is at the forefront of people's mind, we bring you new, healthy and interesting insights on the global food scene.

Discover today's health and wellness trends in food and drink products and the ever evolving list of superfood trends that are so beneficial to your health.

Awaken, stay energized, rebalance and above all, enjoy the OMMMMMM of MMMMMMM.

Sincerely,

McCormick Flavour solutions ASIA PACIFIC, Marketing and Insights Team

 **Flavour**solutions



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I. THE FOODTURE

Health & Wellness Trends

Everybody's going back to natural.

From naturally functional, to mindful indulgence. It is now the new number one food priority.

From choosing food that is good for you, to cocktails infused with superfood ingredients

Positive Choices

This isn't about choosing 'diet' products but rather choosing the most naturally healthful item.



Fit Kitchen

These meals have been developed targeting people who don't diet but rather choose to eat healthily to support their active lifestyle.

Wellness Cocktail

Superfood cocktails combine flavours of the moment from both worlds.



Alcoholic Juice Bars

This Juice and Smoothie Bar Switches to Serving Healthy Cocktails at Night

Veganism has exploded onto our plates on the rise of more cautious eating and more consideration for health and well being.



Veggie Dude Food

Consumers are looking to replicate dude food with vegetables.

Beyond Meat, the plant-based burger company is the only company to achieve wide-scale roll-out, offering products in stores.



Raw Goodness

Rawness equals non-processed in the minds of consumers which taps into a "getting back to nature" mentality.

Hana, in Melbourne's CBD is a raw seafood and cocktail bar with a Hawaiian theme. Their dishes include tuna with watermelon, coconut and lime, kingfish with jalapeno and lemon rice.



Aesthetically-pleasing Flora

The oh-so-pretty look and smell of flowers is entering our food and drink like never before.

Orange Blossom pancakes featuring strawberries, pomegranates, vanilla bean mascarpone, fruit and flower confetti at Temperance Society, Melbourne.

II. EATSIGHTING

Health & Wellness Overview: Mindful Eating

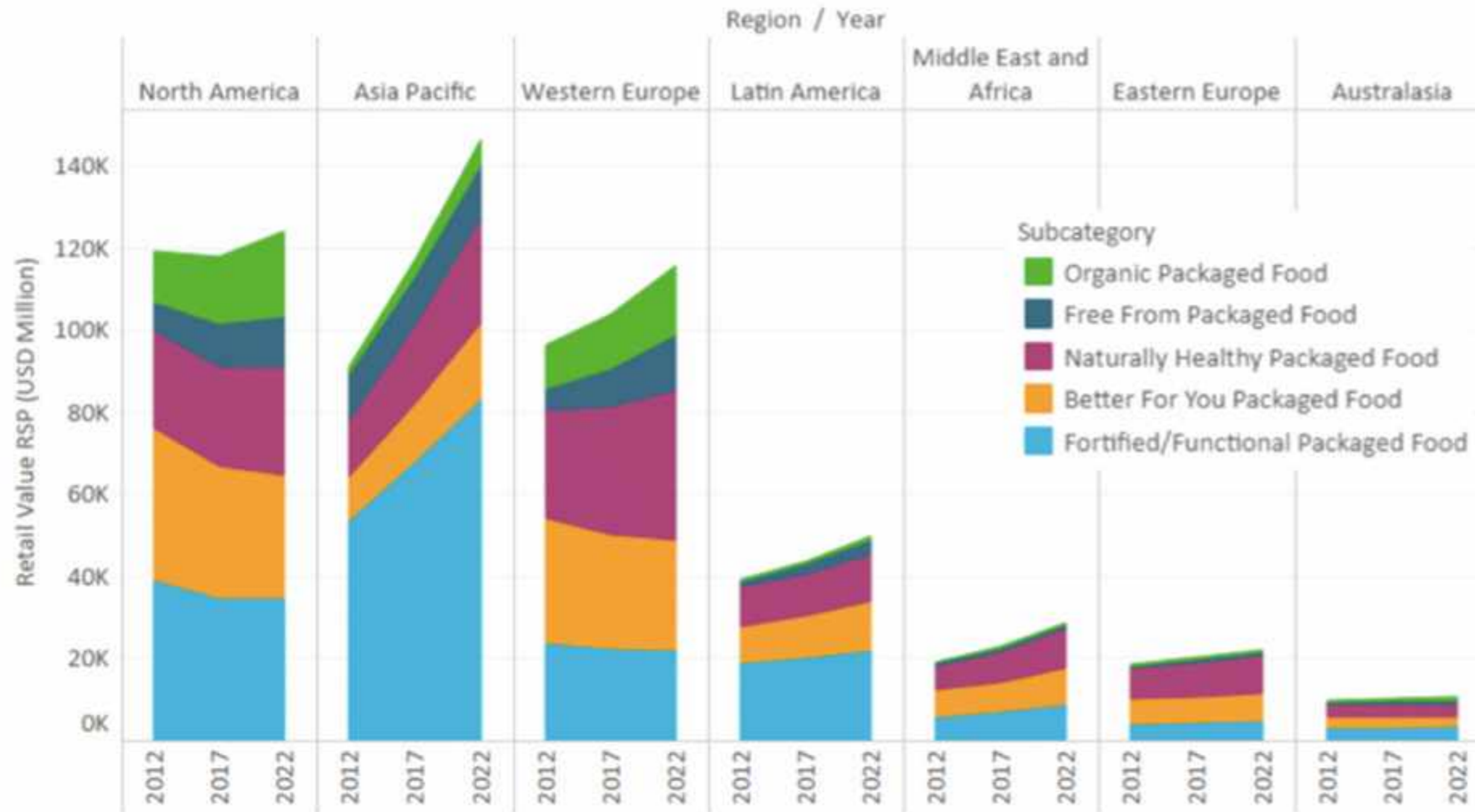
Wellness is a lifestyle that encompasses more than simply what you eat.

It is how you live, look and feel, from the inside out.



Asia Pacific dominates growth in demand for Health and Wellness packaged food.

Health and Wellness Packaged Food: Breakdown by Category and Region (2012-2022)

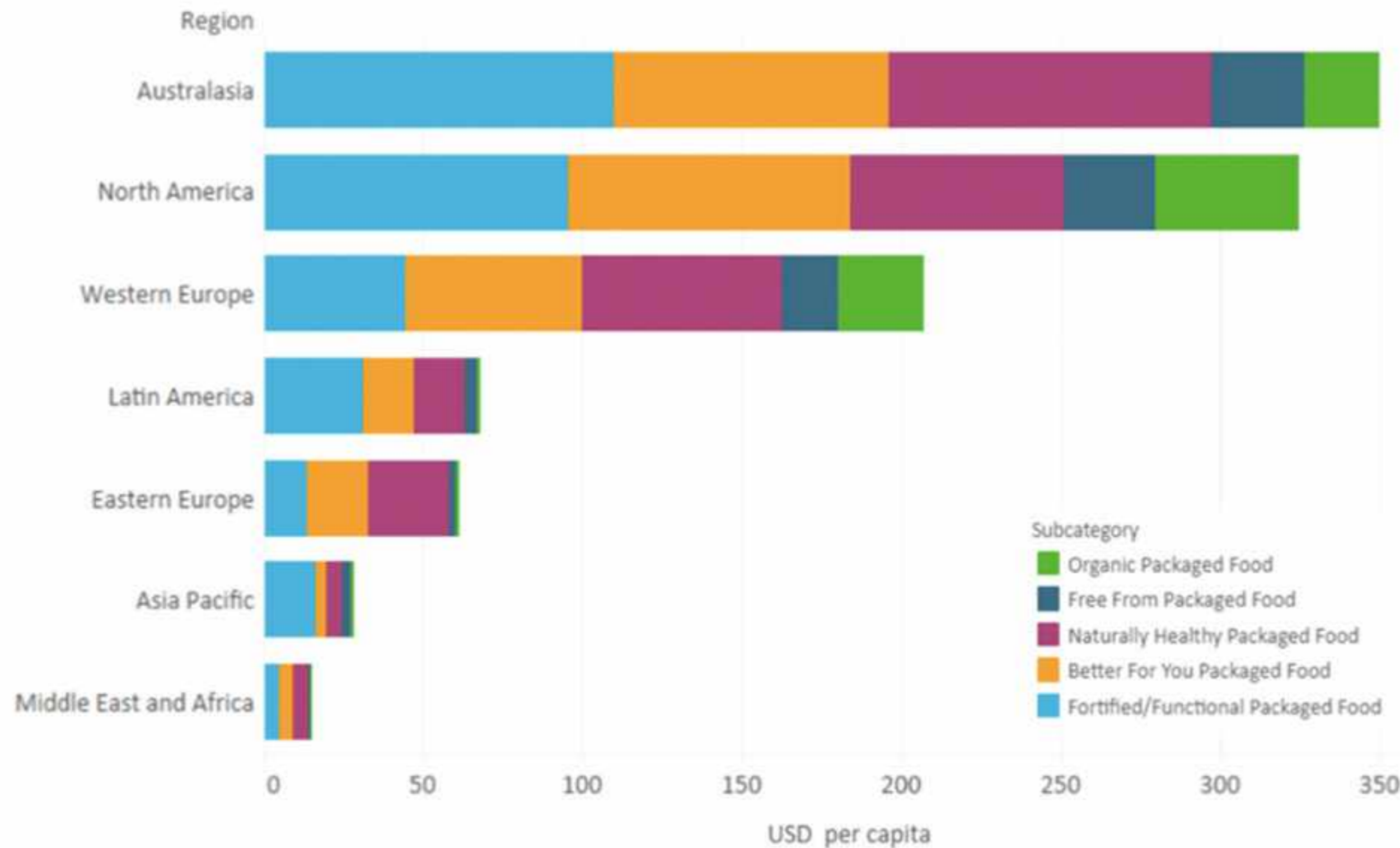


Breakdown by Category and Region of Health and Wellness Packaged Food

Health-consciousness is here to stay in the Asia Pacific region. The impact it is having on consumers' health and wellness packaged food is rising amongst other regions.

The biggest market to spend on naturally healthy and functional packaged food.

Health and Wellness Packaged Food: USD per capita in 2017



USD per capita in 2017 of Health and Wellness Packaged Food

Health and Wellness packaged food continue to be a major focus among Asian and Australian consumers.

Health Is The New Wealth

Consumers continue in a world where wellness is paramount and exclusion diets are the norm, health truly is becoming the new wealth.



Expected Lifespan: 2017 – 2025



Regional Presence: Australia, USA, UK Europe



Big Cuisines that Influence: Hybrid, Asian, Middle Eastern, Mediterranean



Food That Heals

Liebes have an inflammation-fighting granola mix made with buckwheat which contains orange and turmeric.

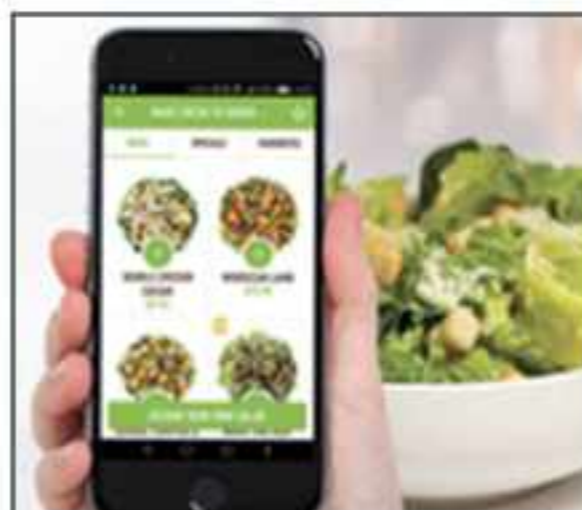
#EatClean

Nona Lim's Heat & Sip Cups are clean label and additive and preservative free. Thai Curry and Lime Bone Broth, Vietnamese Pho Bone Broth, Miso Broth, Carrot Ginger Soup and Tomato Thai Basil Soup.



Superpowers

Bali Mangosteen has harnessed the natural super-powers from an age-old Indonesian fruit in this drink.



Positive Choices

My Sumo App lets customers create their own salads, wraps or bowls and pay ahead of picking up their food, allowing anyone on a specialized diet to order exactly what they want.

Wellness Your Way

People all over the world, from different demographics and ages, are prioritizing their health and wellness.



Expected Lifespan: 2017 – 2030



Regional Presence: USA, UK, Europe, Australia



Big Cuisines that Influence: Hybrid, Asian, Middle Eastern, Mediterranean, Asian, lighter versions of the classics

Better for You

Bare Snacks bare® Chia Coconut Bites, combine the superfood power of chia and coconut into one crunchy bite.



Natural

Cobs Popcorn is created with all-natural raw and brown sugar together with brown rice syrup and fresh butter and a splash of pure vanilla.

III. THE FLAVOURACLE

Top & Trending Healthy Food

Un-earth the ever changing, ever evolving and forever being discovered— Superfood!

See beyond what sea vegetables can do for you!

All food have some nutritional value, but there are 10 that are so beneficial to your health known as— **Superfood!**

List of superfood of the moment....

TOP 10 SUPERFOOD

1. APPLES
2. BAKED BEANS
3. BROCCOLI
4. OLIVE OIL
5. WHOLE GRAIN SEEDED BREAD
6. SALMON
7. TEA
8. YOGURT
9. BANANAS
10. BRAZIL NUTS



Apples are packed full of antioxidants, especially vitamin C for healthy skin and gums - one apple provides a quarter of your daily requirement of vitamin C.

Sea vegetables are now finding their way onto restaurant plates and supermarket shelves.

They are generally rich in minerals particularly iodine and iron because they grow in mineral-rich-water, giving them a unique umami flavour.



NOMA 2.0

The world famous restaurant Noma recently reopened its doors, with an ocean-inspired menu that includes, seaweeds, sea cucumbers and other deep sea greens.

CRACKERS

Gimme organic make Sriracha Almond savoury and sweet crispy seaweed wafers



A CUP OF SEA

Cup of Sea take seaweeds from Maine and make them into loose-leaf herbal & caffeinated teas. Each tea contains 20-50% seaweed, but without the salty taste.





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