

FLAVOR FORECAST[®] 24TH EDITION

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE

THREE TREND THEMES:

In the 24th consecutive year of Flavor Forecasting, our chefs, marketers, sensory scientists, and product developers from around the globe participated in a mix of virtual and in-person discovery sessions, igniting a passionate pursuit of food, drink, and flavor trailblazing once again. After all this time, there is still no shortage of trends that continue to be uncovered, shaking up the way we cook, flavor, and eat.

This year's exciting trends are an answer to cravings observed around the world, including an intentional approach to new-age fusion through regional-traditional cooking (**Thoughtfully Borrowed**), the layers of flavor and craveability brought to food and drink through acidic agents (**Sour Power**), and the thoughtful personalization of indulgence today (**Indulgence Redefined**).



Sour Power



Indulgence Redefined



THOUGHTFULLY BORROWED

Fusion? That's so 2000. With a new definition of authenticity that encompasses background, heritage, and experiences, we see a reinvention of regional-traditional cooking. These conscious cultural combinations pay homage and respect to both roots and backgrounds – celebrating flavor, experience, and cuisine.



TREND SPOTTED



WAFU ITALIAN

James Beard Nominated Rising Star Chef Robbie Felice opened the first-ever Italian ramen shop PastaRAMEN in New Jersey in 2023. Over 2,800 reservations were made within the first 24 hours!



TIRADITO NIKKEI

The Flavor Forecast team in Mexico City experienced Peruvian Sashimi, which is a Nikkei dish (cuisine resulting from Japanese immigrants to Peru) that blends elements of ceviche and sashimi.

CONSCIOUS CULTURAL COMBINATIONS

Culturally diverse Gen Z consumers seek eating experiences that reflect their identities and appeal to their sense of authenticity. Consider respectfully leveraging cross-culture ingredients and flavors. Combinations could include: Japanese + Italian (Wafu), Japanese + Peruvian (Nikkei), Filipino + Mexican, and Mexican + Korean.



FROM OUR BENCH: GOCHUJANG QUESO

With a love for the fermented heat of Korean gochujang, Research Chef Chris Matthews carefully crafted a Korean Queso with our gochujang flavor base. The result delivers a bold, umami kick that compliments creamy queso, a beloved Mexican cheese dip.

Sour Power

Pucker up, buttercup! From tamarind to coconut vinegar, acidic flavors are stepping into the spotlight to open our senses and boost craveability.

“Sour flavor creates balance and adds an interesting touch to dishes and drinks. It tones down the sweetness. It balances heat and spiciness. Imagine how a squeeze of lemon can turn a dish from bland to beautiful.”

– Tawinkarn Ariyavaradhorn, Research Chef, Thailand



SOUR FLAVORS TO EXPLORE:

- Citrus: Yuzu, Calamansi, Bitter Orange
- Sour Fruits: Green Mango, Guava, Tamarind
- Vinegar Varieties: Black, Balsamic
- Pickled & Fermented Foods
- Filipino Sinigang and Adobo
- Japanese Umeboshi (Pickled Plum)



FROM OUR BENCH: PICKLED PEACH FLAVOR

Delivering a subtle sour twist to a classic, Rob Bowen, Senior Scientist developed a Pickled Peach Upside Down Cake. Sweet, sour and balanced with warm brown spices, this Pickled Peach Flavor is great for baked goods, desserts and more.



TREND SPOTTED



FILIPINO SPICED VINEGAR is a dipping vinegar launched in 2022 by 'The Fattened Caf', a St. Louis based BBQ brand.

BETTER SOUR GLOBALLY INSPIRED SOUR GUMMY CANDIES with tangy guava, citrusy calamansi and tart ume flavor. US 2023 launch.



PICKLED PEACH WITH PERILLA was spotted by the Flavor Forecast team at the largest night market in Changsha, China.

It is described as having a sweet sour flavor, a crunchy texture and a faint scent of mint.



INDULGENCE REDEFINED

Bold, nuanced flavors can come in all shapes and forms – and are craveable all the same. From Newstalgic foods to Flavor Maximalism, it's all an extension of personal expression and unique experiences.

REDEFINE INDULGENCE FOR YOUR INNOVATION

Newstalgic

What's old is new again. Consider re-introducing childhood favorite flavors and forms with a gourmet, global or modern twist.

Maximalism

Layer flavors and textures in creative, fun, and thoughtful ways, to take your consumers' eating experience to the max.



“Everyone’s go-to indulgence is unique. It could be a decadent dessert, hot coffee drink or savory pasta dish. It reflects your culture, lived experiences and personal joy.”

Theresa Lancaster, US, Marketing



FROM OUR BENCH: PEANUT BUTTER + SMOKED PAPRIKA

Mila Wihodo, Senior Scientist introduced a childhood favorite flavor, peanut butter cookie to chocolate truffles for a more adult treat. A Smoked Paprika Flavor was also added, resulting in a sweet, salty, and smoky taste profile. Beyond confection, this flavor combo is great for snacks and bakery items.

TREND SPOTTED



DELIGHTING THE SENSES

Lil’ Deb’s Oasis, a restaurant in Hudson, NY received a 2023 James Beard nomination for Outstanding Hospitality.

“Backed by its vivid dishes packed with electric flavors – it’s a feast for the senses, a maximalist indulgence paired with dishes that sparkle with flavorful punctuations like lime, hibiscus, chili, cilantro, and pickled jalapeño.” Marie Doyon, Chronogram.com



UNIQUE LAYERS OF FLAVOR

Canadian Poutine Chain, Smoke’s Pouterie is known for unique combinations that layer flavors and textures such as The Avalanche (Chipotle pulled pork, grilled chicken, double smoked bacon and creamy ranch dressing).

THE TAKEAWAYS

From thoughtfully borrowing profiles across cultures to maximizing flavors of everyday comfort foods, the Flavor Forecast 24th Edition trends can help you capitalize on your consumers' needs. When developing new products, consider offerings that are rooted in authenticity and respect when blending flavors and ingredients from multiple cuisines. Explore a range of sour flavors such as regional citrus fruits and vinegars to add balance and brightness to dishes and drinks. When creating an indulgent product, understand what is truly craveable for your brands' target. Then take them on a taste experience journey with layers of flavors and texture.

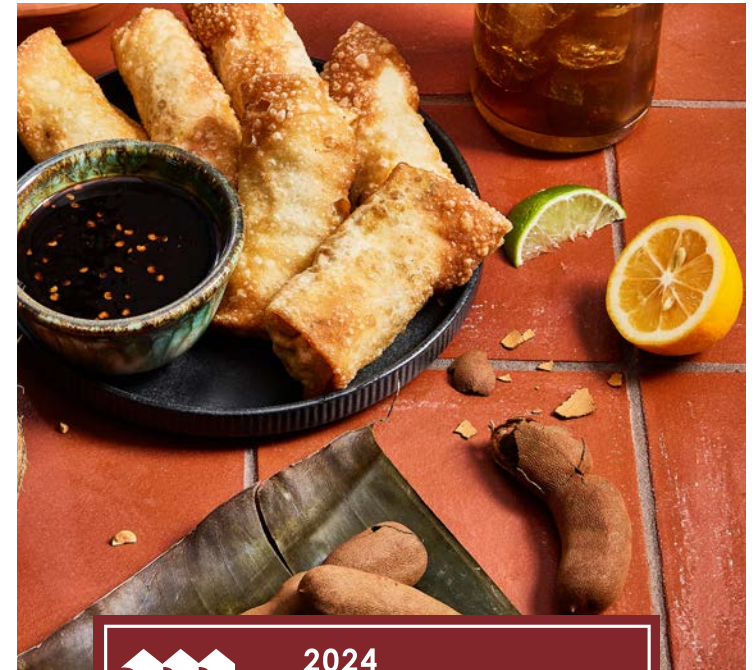
Click to check out all of the Flavor Forecast 24th Edition recipes.

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact your sales representative or chat us up at www.mccormickflavor.com/en-us/contact-us



2024
FLAVOR OF THE YEAR

TAMARIND

With innovative new uses in origin cuisines to elevating dishes and drinks with its craveable tartness, and effortlessly cutting through richness and heat, there is no slowing fun and funky tamarind down.

Stay tuned for the January Flavor Insight Report on Tamarind, our 2024 Flavor of the Year.



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FREE
Flavor Sample Here