

Inspirational Bites

Crustless Sandwiches

Consumers of all ages are eating more sandwiches without the crust. The portable, easy to eat format is loved by many in addition to the blast of nostalgia many adult consumers feel while consuming these lunchtime favorites.

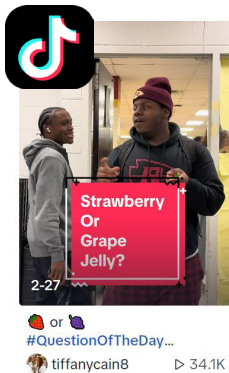
At McCormick Flavor Solutions, we strive to think outside the box, and work to create show-stopping flavors that help you to defy the status quo. We are here to inspire you with flavorful twists for your next innovation, check out some ideas to get you started...



73% of consumers enjoy things that remind them of their past, setting the stage for nostalgic foods to go mainstream.
(Mintel Global Consumer Research)

PB&J TWISTS

- PB & Strawberry
- PB& Grape
- PB & Cherry
- PB & Raspberry
- PB & Peach
- PB & Banana
- PB & Marshmallow



The debate over the best jelly to accompany a PB&J is still going strong. While grape and strawberry lead the way...other jellies are entering the competition.

FUNCTIONAL BENEFITS

- High Protein
- Allergen Free (Sunflower Butter)
- Whole Wheat
- Reduced Fat
- Low Sugar
- High Fiber



Rudi's High protein & peanut free crustless sandwich, launched Mar '24

HOLIDAY CELEBRATIONS

- Caramel Apple Jam
- Chocolate Strawberry
- Pumpkin Spice Peanut Butter
- Ghost Pepper Jam
- Pumpkin
- Maple Peanut Butter
- Neopolitan



'Seasonal' is one of the fastest growing positionings in the U.S. for Sweet Baked Goods launches. (Innova)

BOLD FLAVORS

- Hot Honey Peanut Butter
- Mexican Hot Hazelnut Spread
- Peanut Butter Pancake
- Churro Hazelnut Spread
- Bacon & Egg
- Brown Butter PB&J



Hazelnut stuffed Churros, posted by BuzzFeed, showcase an elevation of the popular hazelnut spread used within crustless sandwiches currently on the market.