



THE OMMMMMM OF MMMMMMMM



Flavoursolutions



*Our constant pursuit
To taste tomorrow's flavours
and thrill your taste buds!*

DISCOVER TOMORROW'S FAVOURITE FLAVOURS TODAY.

Welcome to McCormick FlavourSolutions ASIA PACIFIC's first newsletter!

McCormick & Company has been guided by a passion for flavour for over 129 years. This drives our constant pursuit of what's next in flavour. We keep pushing to raise the art, science and passion of flavour to a higher level—and improving the universal experience of eating.

We are obsessed with flavour. In fact, it is not just in our core, it's who we are.

For our first issue, we bring enlightenment with the upcoming trends in the world of flavour.

So, immerse yourself and take a closer look at our latest insights, today's trends, tastes and undiscovered culinary innovations that will influence tomorrow's favourite flavours.

Taste the future.

Awaken your senses with the OMMMMM of MMMMMMM.

Sincerely,

McCormick FlavourSolutions ASIA PACIFIC, Marketing and Insights Team



TABLE OF CONTENTS

I. THE FOODTURE 1-3

Overview of Upcoming QSR trends globally

II. EATSIGHTING 4-6

Consumer Insights & Trends

III. THE FLAVOURACLE 7-8

McCormick Flavour Forecast



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I. THE FOODTURE

Overview of Upcoming QSR trends globally

Food - constant yet perpetually evolving.

In constant flux, the future trend in food is dynamic, full of juxtaposition, fusion, inclusion, and surprisingly cyclical in nature.

Seeming traditional opposites, now seamlessly meld into modern offerings.

Vegan QSR

Brands catering to vegan lifestyles are adopted into quick serve formats



Fully Vegan Cafés

The Menu at This London-Located Vegan Coffee Shop is Completely Dairy-Free

Fast Food Revamp

Traditional fast food brands undergo redesigns to introduce health prioritization



Fast Food Salad Shops

KFC's K Pro is a Healthy Remix on the Famous Fast Food Restaurant

The traditional is now trending upward.



Fast Flavour Diffusion

QSRs seek to stay top of mind with packaged grocery store offerings

The New Lay's Potato Chips feature the Taste of Swiss Chalet Sauce



Southern Cuisine-Celebrating Chickens

The KFC Smoky Mountain BBQ Fried Chicken is Sour and Sweet

Taking inspiration from Southern fried chicken recipes, the new chicken dish is reported to have a sweet, smoky flavour that is balanced and savoury.



Confection Milkshakes

The Shake Shack Holiday Milkshakes are Ready for the Cold Weather

The shakes come in Christmas Cookie, Frozen Hot Cocoa and Chocolate Peppermint flavours. Each one is festively topped with chromatic ingredients like sprinkles, cookies and whipped cream.

II. EATSIGHTING

Consumer insights & Trends

Food - has always been sustenance.

Today, what makes people eat has changed over time. Modern technology is now a primary mold for our reasons to indulge.

EXPERIENCIAL EXPLORATION



Consumers..

- ...Are looking for "the unique" experience
- ...prefer sensorial eating experience
- ...have higher level of expectation

Presentation and experience is now just as important as taste.

CAMERA EATS FIRST



Take note that...

- ...50% of Taste Preference determined first by sight
- ...Visual > Taste
- ...Instagrammable food is now a must

Motivation to eat now reflects the millennial interest in the traditional.


REAL & AUTHENTIC



Foodies are into...

- New Nationalism
- Local & Familiar
- Natural Ingredients or Flavours


FUN & AUTHENTIC



Food Lovers...

- Are willing to spend and indulge
- "Live to eat" not "Eat to live"
- prefer uniquely different food

HEALTH & WELLNESS



Hearty Eaters prefer...

- A healthy eating habit
- Well-balanced meals
- Health-on-the-go food

III. THE FLAVOURACLE

McCormick Flavour Forecast

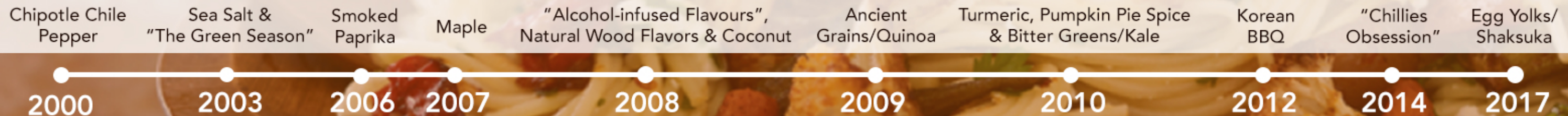
Flavour makes the food.

When it comes to flavour, we're in the forefront. We take traditional, non-traditional, and cutting-edge flavours, and immerse ourselves fully into it so that we know it from top to bottom, front to back, inside out.

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.

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



Now on its 18th year, let's explore the Flavours of 2018!

Taste Tomorrow's Favourite Flavours!



**HANDHELD
FLAVOUR FUSION**

Dive into street food for the latest fusion of global handheld cuisines you have to try. From sizzling egg crepes, British banoffee pie bao to Taco-sandwich hybrid.



**JAPANESE
IZAKAYA**

Sushi isn't the only bite-sized food Japan has to offer.

Experience an explosion of flavour with Izakaya or Japanese gastropub — it has bold glaze, tangy sauce, and seaweed seasonings.



Take a bite and taste
the signature
**FLAVOURS OF
EAST AFRICA**

Signature seasonings, BBQ marinades and sauces of Tanzania and Ethiopia are now being discovered across the globe.



**GLOBETROT
WITH HOT POT**

Gather around a steamy pot of deeply flavoured broth with meat, seafood and veggies for dunking, then finish with various toppings for a new DIY meal. This East Asian favourite can be easily changed up to go Mexican, Caribbean and more.



**DRINK TO YOUR
WELLNESS**

Wellness never tasted so good. Breakfast boosts, snacking soups and end-of-day sips feature robust flavours and uplifting ingredients like cucumber, dandelion greens, ginger, turmeric and cayenne pepper. Awaken, stay energized, rebalance and, above all, enjoy.



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