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# THE OMMMMMM OFMMMMMMMM

Travel the World Through Flavours





*Our flavourful journey  
begins with exploring  
what's trendy & tasty!*



## Let's Travel the Flavours of the World!

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Our constant pursuit to keep you ahead in knowing what's next in food & flavours around the globe continues even though the way we live our life now is different. In this issue, we will comfort your longing to travel as we give you a flavourful tour for your taste buds!

We will also discover the different experiences in food tourism, the next big thing in transportive drinks, global consumers' new flavour favourites and the freshest insights about the world cuisine preference in Asia.

The borderless cuisines and its influence to create innovative yet familiar formats in menus, beverages, snacks and sauces will be one of the highlights in this issue as well.

So get ready, because it's time to wander the flavours of the world and enjoy the OMMMMMM of MMMMMMM!

Sincerely,  
McCormick Flavoursolutions Asia Pacific, Marketing and Insights Team





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# I. THE FOODTURE

Exploring the World Through Food

*The Rise of Food Tourism: Tourists who are craving for genuine connections with the world around them are now seeking out more flavourful ways to enjoy the food of a certain culture. This new and growing global trend has become what is known as food tourism.*

*Get your taste buds ready as we now explore different food and flavours around the world!*





## WHY Food Tourism is important?

- Attract more quality tourists.
- Enjoy more economic impact in most destinations.
- More community awareness & pride in local culinary cultures.

## FOOD TRAVELLERS | Who are they?

### ADVENTUROUS

Food travellers like to learn about the customs and culinary cultures of the locals.

### EDUCATED

They are into the history and storytelling of the food they travelled.

### CURIOUS ONES

They are in search for authenticity in food and beverage products and experiences.

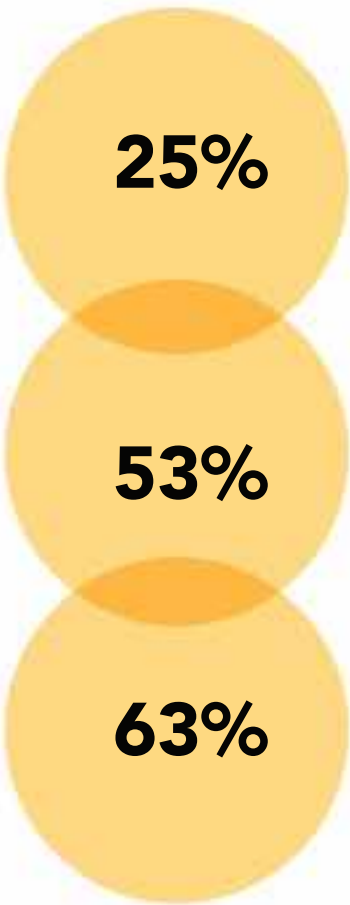




Food Tourism  
in NUMBERS

POPULAR CULINARY  
TOURISM EXPERIENCES

Food- & Beverage- Lovers Enjoy



added economic benefit  
for a destination.

of leisure travellers  
are food travellers.

of millennials seek socially  
responsible restaurants.



FOOD TOUR



COOKING CLASS



WINE TASTING



BREWERY TOUR



PRODUCER VISIT



MARKET EXPERIENCE





**Food tourism is disrupted.  
To comfort consumers who are  
longing to travel, **transportive  
drinks** can be developed.**

This can be achieved through innovating around multi-sensory appeal in flavour and aroma.

## WHAT'S THE NEXT BIG THING?

For many consumers, the experience of consuming a drink that originates from a particular destination helps them imagine they are there.







## South Korean Consumers: Meal Box Imitating In-Flight Meals

**66%**

of South Korean consumers agree that they are actively seeking ways to reduce stress



### OUT-FLIGHT MEAL

South Korean convenience store brand CU launched a meal box imitating in-flight meals for disappointed consumers unable to board a flight this summer.

The top of the container has a picture of an aeroplane with the words "Beef/Pork/Chicken Plz" in an attempt to reproduce the usual conversation one has with a flight attendant. CU noted that the product targeted consumers who opted for "virtual travel experiences" for their COVID-19 summer.





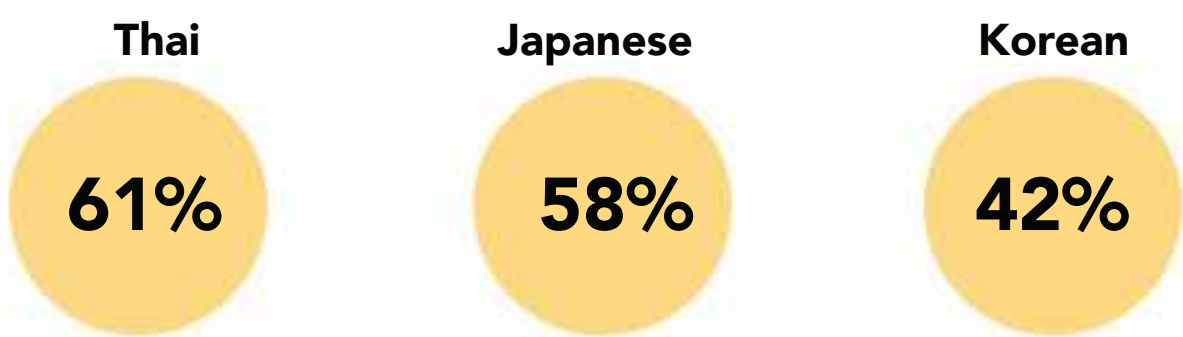


# Thai Consumers: Gravitate to Familiar and New Food Flavours

## THAI CONSUMERS PREFERENCE

They prefer their own cuisine but could be tempted by flavours that fuse familiar ingredients from neighbouring countries.

Thailand: Top three cuisine interests, % respondents, March 2020



Base: 1,500 internet users aged 18+



46%

of consumers living in Bangkok are interested in unusual flavour combinations.

43%

among 25-34s enjoy experimenting with new food flavours.

Base: 1,500 internet users aged 18+



## THAI vs. YOUNGER URBAN CONSUMERS

Thai consumers prefer familiar cuisines but the younger urban consumers are more adventurous and seek more variety from foodservice flavours.





## Aussie Consumers: Diverge on the Favourite Food Cuisines

They are increasingly open to a wide range of international cuisines.



### CHINESE CUISINE

Older Australians are more likely to prefer Chinese cuisine than younger Australians.



### ITALIAN CUISINE

Italian cuisine performs best among Gen Y and Gen Z compared to being liked by Pre-Boomers.



### JAPANESE CUISINE

The biggest improvers over the last four years are led by Japanese cuisine which over 8.5 million Australians now like to eat.





## Indian Consumers: Experiences Through Cuisines and Flavours



**24%**

of consumers aged 18-24 having experimented with new flavours in the last 12 months.

**28%**

of young consumers (18-24) prefer Indian foods with a global twist.

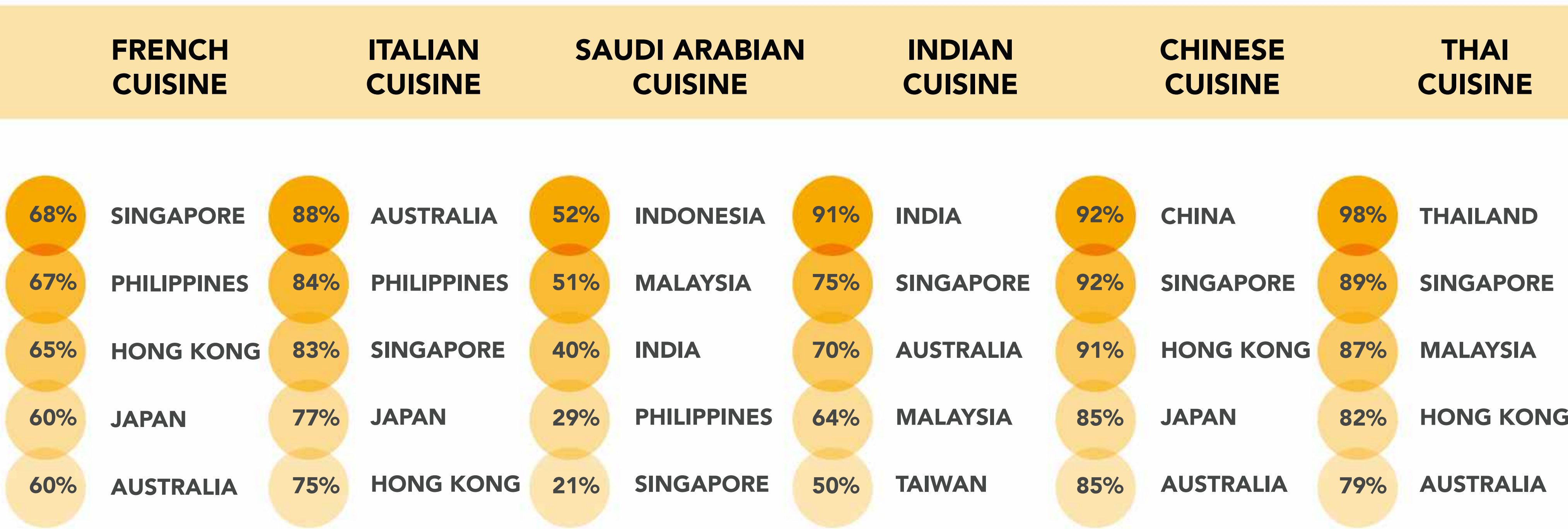
**24%**

of consumers in West India believe that flavours help them adopt new cuisines.

Base: 3,000 Indians aged 18+



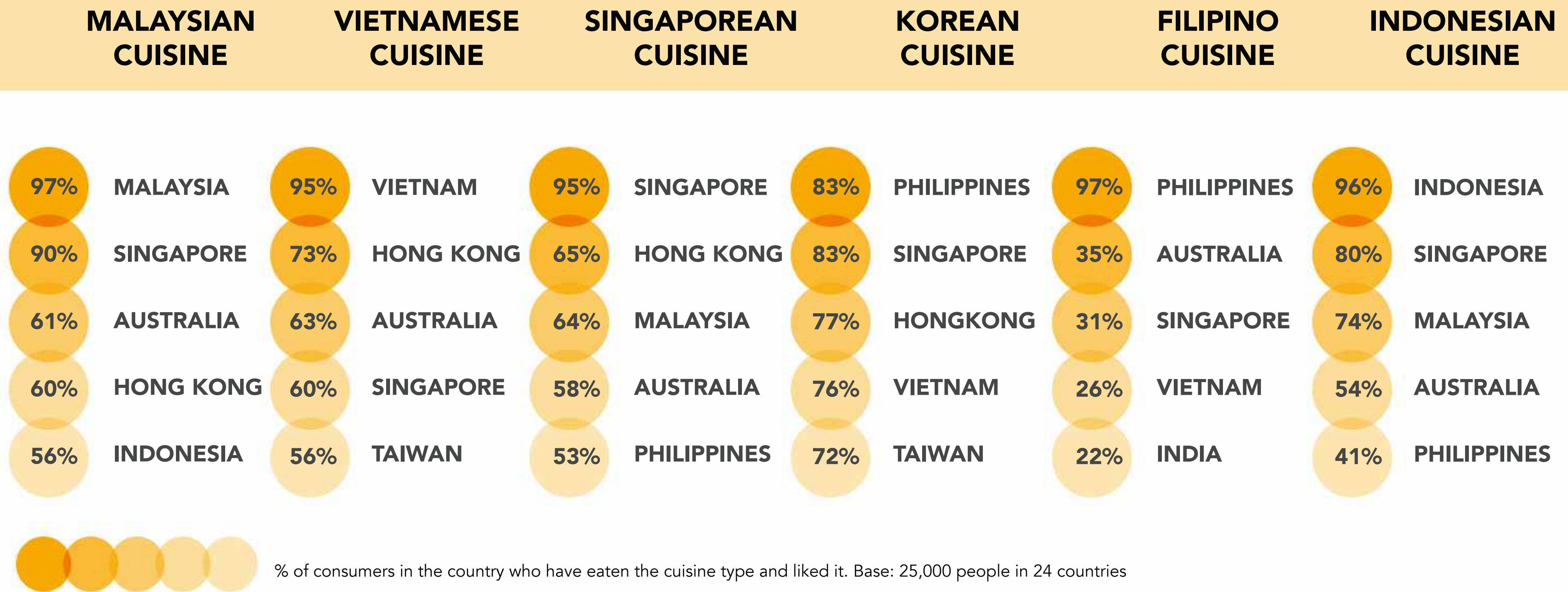
# Types of World Cuisine Preference in ASIA



% of consumers in the country who have eaten the cuisine type and liked it. Base: 25,000 people in 24 countries

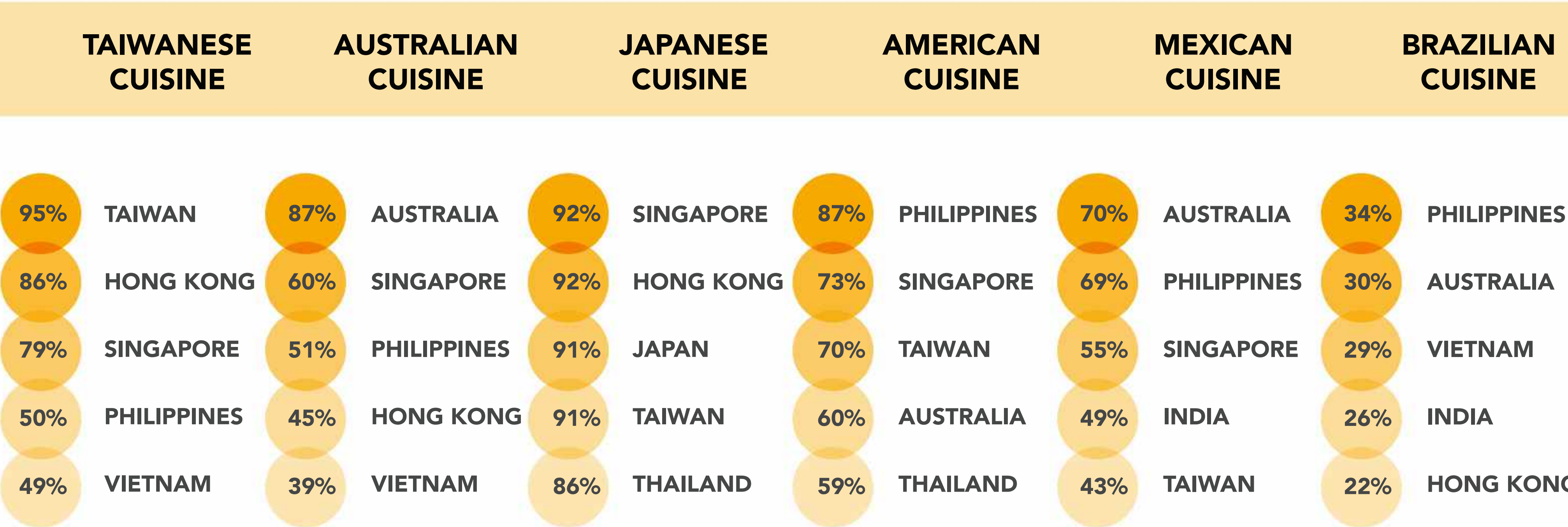


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## II. EATSIGHTING

Transporting Consumers to Different Countries with Flavours

*Let's explore cuisines with the best local ingredients & flavours from around the world!*





### WHAT is Global Cuisine?

Cuisine without borders — ditching the rulebook to create food with no culinary history.

### WHAT is the Influence?

- **No Rules** - being creative without being restricted to a particular cuisine's ingredients and flavours.
- **Innovation** - creating new dishes to excite consumers.
- **Second Wave Fusion** - having the next step on from fusion.
- **Training** - knowing all the basics and rules before you are able to break them.
- **Familiarity** - innovating in flavour but still keeping it familiar and not too shocking.
- **Fun** - making you smile or question with its fresh and fun menus.
- **Excitement** - competing with the excitement from street food & food markets.



Global Cuisines In Focus



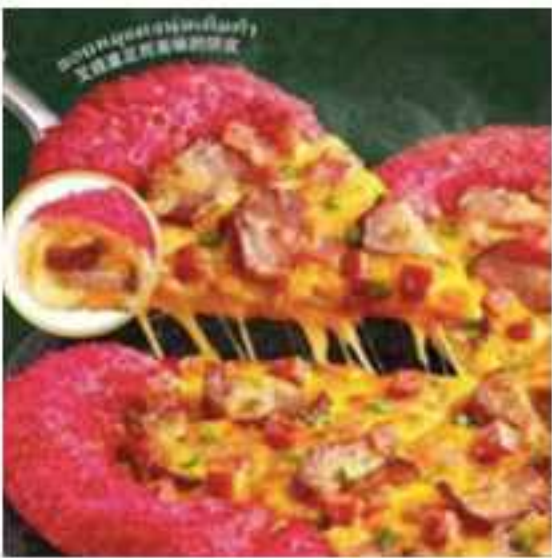
Dumplings  
| Melbourne

Offers a new taste experience by connecting people to flavours from all over the world through delicate, mouth watering dumplings like Cheeseburger Dumplings, Nutella Dumplings, Chicken Laksa Dumplings and Pepperoni Pizza Dumplings.



Salty Egg Yolk Bua-Loi Bingsu  
| Thailand

Combines the traditional Thai dessert, Bua Loi, with Korean-inspired shaved ice (Bingsu) and tops it with salted egg yolk sauce.



Chinese Fusion Pizza  
| Thailand

A mix of Chinese roasted red pork and sauce in a lotus-shaped pizza to create the fusion of east and west.



Samyang Buldak sauce  
| Malaysia

Level up the nasi lemak sambal with Samyang Buldak sauce.



Myeongdong Topokki  
| Malaysia

Has Chicken Nasi Lemak with Topokki — creating hybrid dishes using Malaysian and Korean food ingredients.



Buldaq BBQ  
| Indonesia

Offers Indomie instant noodle with gochujang. Korean food have strong similarities with Indonesian cuisines, characterised by the spicy flavour and the popularity of instant noodles.



# Transportive Experience On Packaged Food

Food manufacturers are incorporating flavours around the world into packaged food for a virtual transportive experience.

## BEVERAGES



**Bender Hermit IPA with Orange and Lemongrass**  
| Thailand

The exotic incense scent of this beer will whisk you away to the spa massages in Thailand.



**ZaGo Iced Masala Chai**  
| India

The mix of tea and aromatic spices of Chai that is widely drunk in South Asia – particularly India gives off a sweet & spicy scent that can surely connect you to faraway places.



**Moringa Pandan Drink**  
| Philippines

The citrus flavour mix with moringa powder of this drink in the Philippines helps to satisfy your curiosity for new and exotic taste.

## SNACKS



**Premium Mushroom Chips with Thai Savory Spicy Larb**  
| Thailand

The Larb helps to bring blend of ethnic herbs and lime juice making this dish tangy and very refreshing, an authentic taste true to its Northeastern Thai origin.



**Mala Salted Egg Fish Skin**  
| Singapore

Its 100% real salted eggs that are carefully infused in this snack will definitely transport your taste buds to the tasty side of Singapore.



**Pina Colada Peanuts**  
| Australia

Its locally grown and hand infused iconic white rum peanuts are carefully roasted, giving you a taste of the tropics and that unmistakable coconut flavour from 'the land down under'.

## SAUCES



**Heinz HoneyRacha Saucy Sauce**  
| US

The sweet taste of real honey with the spicy kick of Sriracha sauce from Heinz' latest combo-condiment in the US gives consumers the confidence to try this product and experiment more novel exotic flavours.



**Foraging Fox Coconut, Chilli & Lime Mayo**  
| UK

Its lime, chilli and coconut flavours typifies Thai exotic cuisine but with the familiarity of a classic condiment (mayo).



**Tipiita Mayonnaise with PGI Lemons**  
| Italy

Many mayos contain lemon, but this brand dials up the lemon flavour note and Mediterranean provenance to dial up quality.





## OPPORTUNITIES in Foodservice & Retail Packaged Food

COVID-19 has made it virtually impossible for many people to travel abroad. This extraordinary feeling of confinement and frustrated wanderlust can make consumers more amenable to foodservice & retail packaged food which evoke a particular place. The innovation in food flavours can help satisfy consumers interest for new, exciting flavours, offer escapism through multi-sensory qualities while taking them on a world adventure.







**Let us help you meet the world flavours demand of tomorrow!**

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