

Asia Pacific

The **OMMMM** of **MMMMM**
**Discovering flavours
through Indian cuisines**

Issue 13 | August 2021

Savour on rich spice flavours
and delve into the latest *flavour*
trends in the McCormick®
Flavour Forecast® 21st edition!

The rise of Indian cuisines and the latest *flavour* trends are here to spice up this issue!

Indian flavours and ingredients are making their way onto plates, snacks, and restaurant menus all across the globe.

In this issue, we will look at the increasing influence of Indian food around the world, as well as the unique and interesting taste profile it brings. We'll also learn about the essential ingredients and flavours that make Indian cuisines so popular with consumers.

Our McCormick® Flavour Forecast® 21st Edition report continues as we tap into the re-emergence of mindfulness and intention. Inspired by ancient practices and beliefs for mind-body balance, it includes flavours that create a sense of harmony, growth, and self-love.

Prepare to embark on a delectable journey with the OMMMM of MMMMM!



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I. The Foodture

The globalisation of Indian food & *flavour*

Discover why ethnic Indian food is becoming more popular now.

Indian cuisine is the world's 9th most popular

In a survey of 24 countries, Indian cuisine ranks ninth among the world's top ten most popular cuisines, with a popularity score of 62%.

Popularity of Indian cuisine in Asia



77% Singapore



74% Australia



70% Malaysia



63% Japan



49% Indonesia

Anchoring growth with Indian flavours



Dosa Hut

23 restaurants in Australia

It has become the go-to Indian multi-cuisine restaurant for foodies all over Australia, and is regarded as the fastest growing Indian restaurant chain.



Justin Narayan
MasterChef Australia
season 13 winner



Sashi Cheliah
MasterChef Australia's very first
Indian winner

MasterChef Australia

Indian descent winners

Sashi Cheliah's five-ingredient dish: big prawn, red chilli, garlic, butter and coriander.



Chat Masala

Serving the hot flavours of India

The spice-loving people of Singapore's east coast get a taste of this Indian restaurant's hot and vibrant flavours.

Indian flavours in Asia Pacific

The popularity of Indian flavours abroad is growing rapidly.

Australia goes big on Indian snacks

Indians are now Australia's third largest migrant group.



K&S foods
Bombay mix with original flavour
Indonesia | snack mixes

This product is said to be made to a traditional Indian street food recipe.



Calbee jagariko
Super hot indian curry flavour potato snack
Japan | potato snacks

It is said to recreate the super spicy flavour of Indian curry.



Katoomba
Chandni chowk Veg pakoras
Australia | fritters

This product is said to be convenient and tasty, and it can be prepared in minutes.



Haldiram's
Minute khana Purani dilli special samosa
Australia | samosa

This product is suitable for vegetarians and is free from preservatives, trans fat & cholesterol.



Kojoobu
Indian masala flavoured pork jerky
South Korea | meat snacks

This product is smoked and air-cured for long, it could be easily carried without refrigeration.



Pringles
rice fusion Indian tandoori chicken masala
Singapore | rice snacks

This product has a deliciously fragrant taste of India with its mildly spiced tandoori flavours.



Tables & tales
Indian bites
Australia | assorted

This product includes four variants of authentic and aromatically spiced Indian bites that are ideal for celebrations.



Coles
Sweet potato & lentil fritters
Australia | bites

These savory Indian fritters are full of vibrant flavour, served with juicy tomatoes and a creamy yoghurt mixture.

What makes Indian cuisine so special and *diverse*?

Climate, topography, agriculture, as well as centuries of trade, all have an impact on Indian cuisine.

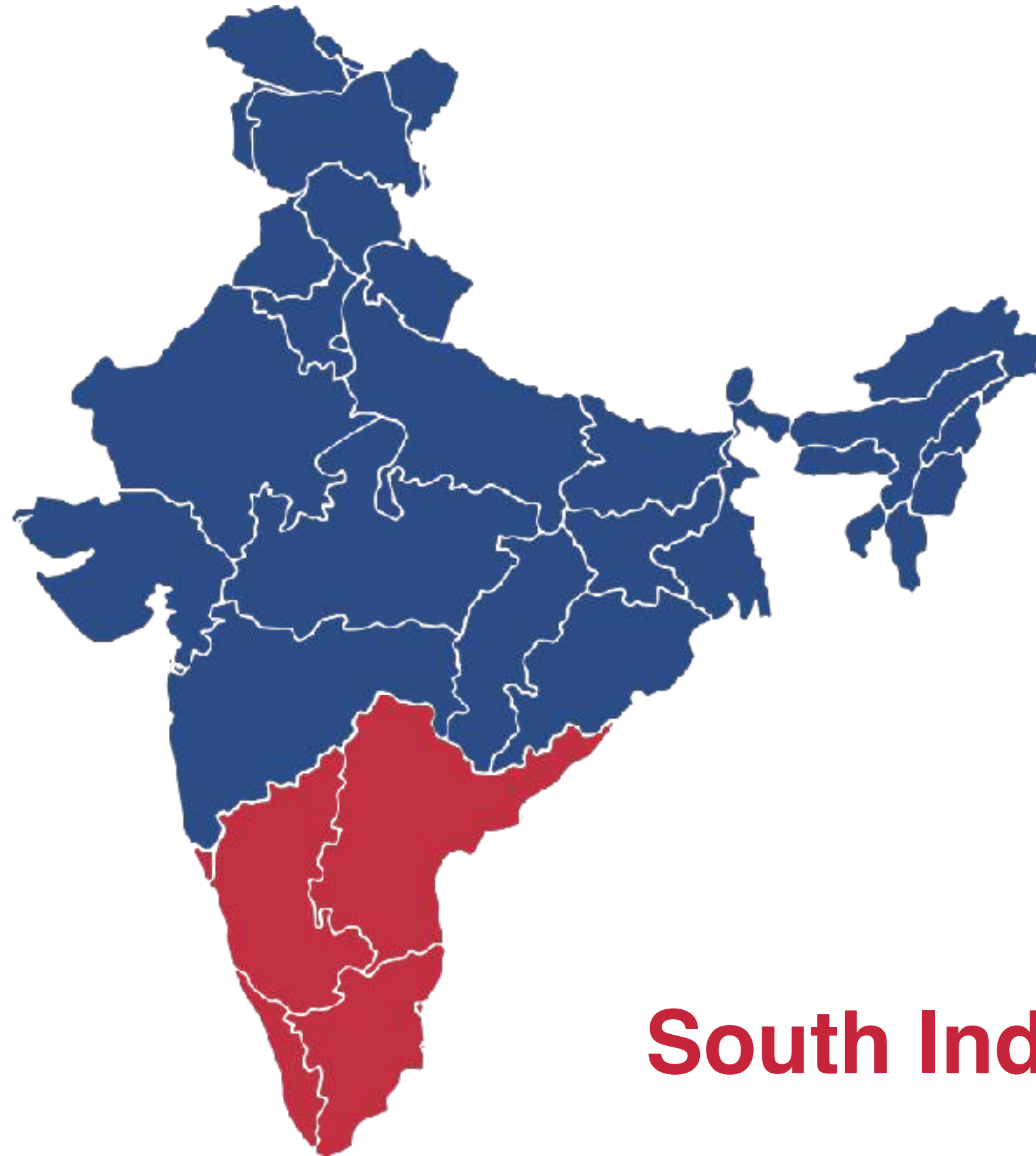
People in north India prepare thick curries with dairy, nuts, or a tomato base and consume them with bread because of the temperate climate and wheat production.



Dal makhani

It is a classic Indian dish made with urad dal (black lentils), rajma (kidney beans), butter, and spices.

North India



South India

The southern region of India, on the other hand, is tropical or semi-tropical, therefore the cuisine is based on coconut, fresh chilli, curry leaves, and rice-based meals.



Medu Vada

These are crisp and fried doughnut-shaped fritters made with urad dal, herbs, and spices.

The *diversity* of Indian Cuisine

There isn't just one type of "Indian" cuisine. With 29 states, the country's food experiences vary based on the landscape, climate, and more.

Northern India

Climate: Temperate, arid, less humid

Flavours: Celebratory style of food.

Ingredients: Wheat, rice, maize, dairy, mustard seed, dried fruits, pistachios, almonds, saffron, **turmeric** and cumin.

Dishes: Sarson da saag, makki ki roti, and rogan josh.



Sarson ka saag and makki ki Roti

Central India

Climate: Hot and dry

Flavours: Mix of spicy, salty, sweet, & sour all at once.

Ingredients: Chillies, **cumin**, and asafoetida.

Dishes: Galouti kebabs, Chole kulche, bedmi puri, and nagori halwa.



Chole kulche

Eastern India

Climate: Humid

Flavours: Simple yet packed with flavour, everything is cooked in mustard oil.

Ingredients: Green vegetables, fruit, rice, fish, cooling yogurts, **mustard seeds** and ghee.

Dishes: Puchkas, jhalmuri, and Kathi rolls.



Kathi rolls

North-eastern India

Climate: Green and lush

Flavours: Simple, rustic food that eschews oil, ghee, milk and spice mixes.

Ingredients: Bamboo shoots, white gourd, lentils, aromatic herbs, ginger, garlic, chilli and more than 230 types of **rice** every color and texture imaginable.

Dishes: Baah gajor gahori, baked, grilled or steamed dishes and chutneys made with the hottest chillies.



Bhut jholokia

North-western India

Climate: Dry

Flavours: Sweet, spicy & sour.

Ingredients: Turmeric, cumin, cardamom, **coriander**, tamarind, saffron, mint, cloves, ginger, cayenne, curry leaves, and chilli.



Dishes: Bikaneri bhujia and laal maas.



Bikaneri bhujia

South-western India

Climate: Tropical

Flavours: Spicy & sour.

Ingredients: Seafood, rice, potatoes, chilli, vinegar, **tamarind**, kokum, tirphal, cashew and coconut.



Dishes: Kolhapuri rassa, goan vindaloo, vada pav, bombay grilled chutney sandwiches and pav bhaji.



Vada pav

Southern India

Climate: Predominately tropical

Flavours: Robust flavours.

Ingredients: Lentils, dried chillies, coconut, tamarind, plantains and **ginger**.



Dishes: Dosas, *vada*, idli and uttapam.



Idlis



II. The Eatsighting

Distinct *flavours* & spices

Explore how these flavours used in Indian cuisines are also used in various food products.



Happy chef Schezwan chilli stir fry kit

India | July, 2021

The product is made from red chilli puree and an array of fiery spices.



Znacko Chilli garlic flavoured banana chips

India | June, 2021

This product is crispy to perfection with pure sunflower oil and a savoury twist.



Cassava republic & roots co. Lime chilli gourmet cassava chips

Singapore | June, 2021

This halal certified product is delicately seasoned for a great flavour.



GARLIC

लहसुन / ニンニク / กระเทียม / 마늘 /
bawang putih / bawang / لهسن

Flavour/aroma: Green, sulfury,
pungent

Description: It is a hardy perennial with long flat leaves and purple flowers, forming the bulb at the root end.

Uses: It is widely used in savoury, meat and vegetable dishes of all types, across various cuisines.

Sensory: Its flavour & aroma is pungent, and strongest in the bulb.



Kaula snack Salted egg flavoured tempeh chips with garlic & lime leaves

Indonesia | July, 2021

This product is made from tempeh, which is a traditional Indonesian food from Java.



Calbee kataage potato Soy sauce & deep-fried garlic flavour potato chips

Japan | July, 2021

This product is flavoured with sweet & spicy soy sauce and deep-fried garlic.



Simson's pantry Authentic garlic roti

Australia | July, 2021

This heat-and-eat product is made with non-GMO ingredients that are at least 85% Australian.



GINGER

अदरक / ショウガ / 薑 / 생강 /
jahe / luya / ادرك

Flavour/aroma: Pungent and aromatic
lemon/citrus warm/sweet

Description: It is the dried, hand-shaped
root of the herb zingiber officinale.

Uses: It is used in Indian curries, Chinese,
Japanese and European spice blends.

Sensory: It is characterised by its unique
combination of citrus, soapy and earthy
flavour notes.



Chim doo Stir fried chicken with ginger & Thai jasmine rice

Thailand | September, 2020

This product said to be as tasty
as a chef's recipe, made using
fragrant rice.



Uncle Ben's Asian inspired soy & ginger poké bowl rice

Australia | June, 2021

This product contains no
artificial colours, flavours or
preservatives.



Millenova Ginger zests multi millet snack

Singapore | January, 2021

This snack is made with real
fruits, vegetables, millets, ginger
and honey.



ONION

प्याज / 玉ねぎ / หัวหอม / 양파 /
bawang / sibuyas / پیاز

Flavour/aroma: Warm, sulfury,
pungent

Description: It is the dried bulb of allium
cepa (family liliaeceae), a member of the lily
family.

Uses: It is used in savoury dishes in virtually
every cuisine, in both dried and fresh forms.

Sensory: Its flavour and aroma of is
pungent, sulfury and typically causes tearing
of the eyes (lachrymation).



Ajinomoto fresh Burnt garlic oil & spring onion oil fried rice

Japan | July, 2021

This frozen food features burn
garlic oil & spring onion oil.



Pringles Sour cream & onion flavour potato crisps

Malaysia | July, 2021

The product is suitable for
vegetarians and retails in a new
look, but same crunch.



Arnott's shapes mini bites Sour cream & onion biscuits

Australia | July, 2021

The product is oven baked and
is said to satisfy flavour cravings
on-the-go.



CINNAMON

दालचीनी / シナモン / อบเชย / 시나몬 / kayu manis / kanela / دار چینی

Flavour/aroma: sweet and pungent

Description: It is the dried inner bark of various evergreen trees belonging to the genus Cinnamomum.

Uses: Cinnamon in the ground form is used in baked dishes, with fruits, and in confections.

Sensory: It has a woody, musty, and earthy flavour and aroma. It is warming to taste.



**Kellogg's LCMs
Apple jacks apple &
cinnamon cereal bars**
Thailand | February, 2021

This product is made with rice bubbles and are free from artificial colours and flavours.



**Mujirushi ryohin
Apple, pecan &
cinnamon nut bar**
Japan | January, 2021

This bar is made with apples, Japanese plums, pecan nuts & almonds, together with honey.



**By nature
Coffee & cinnamon
coconut chips**
India | September, 2020

This product is made with real ingredients including organic coconuts.



BLACK PEPPER

काली मिर्च / ब्लैकपेप्पर / พริกไทยดำ / 검은 후추 / lada hitam / itim na paminta / काली मरिच

Flavour/aroma: Hot, biting

Description: It is obtained from the small dried berry of the vine piper nigrum. It has a hot, piney taste.

Uses: It is used in rubs, spice blends, salad dressings and peppercorn blends.

Sensory: Black pepper has a sharp, penetrating aroma and a woody, piney flavour. It is hot and biting to taste.



**Ottogi sun
Spicy black pepper
powder ramen**
South Korea | July, 2021

This product contains 5.1% black pepper powder in soup seasoning.



**Maggi idea untuk...
Black pepper seasoning
paste**
Malaysia | June, 2021

This halal certified product requires just the addition of onion and meat.



**Jung sae woo
Baked garlic & black
pepper flavour real
shrimp cheek**
South Korea | June, 2021

The product has been fried with 60 whole shrimps and has been manufactured in a hygienic facility.



TURMERIC

हल्दी / ターメリック / ขมิ้น / 심황 / kunyit / turmerik / بلدى

Description: It is the dried knobby shaped rhizome of the plant curcuma longa. It has bright yellow colour.

Uses: It is used in the dried powder form to impart a golden yellow colour. It is used in spice blends of the Caribbean, India, North Africa, the Middle East, and Indonesia such as curry powder and rendangs.



Nogo Satay sauce with turmeric

Australia | July, 2021

This product is savoury, sweet and salty. This can be used as a dip for rice paper rolls.



Re.juve Cold-pressed tropic turmeric

Indonesia | June, 2021

This product is made only from 100% fresh fruits and vegetables.



Twinings Golden turmeric latte

Australia | May, 2021

This product is crafted with a selection of natural spices and blended with creamy coconut milk



CUMIN

जीरा / クミン / ผงยี่หระ / 커민 / jinten / kumin / جيرا

Description: It is the dried seed of the herb cuminum cyminum, a member of the parsley family.

Uses: It is one of the most popular spices throughout Asia, especially in India where it is an important component of many popular recipes such as aloo jeera, masala dosa, and the popular spice blend garam masala.



Carrefour veggie Chickpea balls with spicy sauce & cumin flavoured bulgur

France | July, 2021

This product is described as soft chickpea balls in their own sauce with bulgur and oriental notes.



Goodlife Falafel with lemon, cumin & coriander

UK | July, 2020

This product is described as chickpea and onion balls with cumin, coriander, chilli and lemon juice.



Restaurant Collection European Inspired Flame Grilled Honey Cumin Carrots

Australia | June, 2021

The product is made from at least 90% Australian ingredients and without artificial colours & flavours.

Enhance your *flavours* with McCormick® FlavourSpice™

FlavourSpice™ provides a collection of spice and herb flavour alternatives that guarantee taste, quality and enhance functionality.



Our Featured FlavourSpice™ Collection



CHILLI / RED PEPPER



GARLIC



GINGER



ONION



CINNAMON



BLACK PEPPER



TURMERIC



CUMIN

Contact your McCormick account manager today or visit us at our website to learn more about FlavourSpice™.

Suitable for a variety of applications including:

Sauces and condiments, savoury snacks, ready meals, instant noodles, meats & proteins, instant soups, beverage, confectionery, bakery, dairy.





III. Flavouracle

McCormick® Flavour Forecast® 21st edition:

Physiological eating

This year's exciting trends reignite our health & wellness through mindful eating and intentional ingredients.

McCormick® Flavour Forecast® 21st edition continues to connect us to the flavours and ingredients that delight the senses and bring cooking and eating experiences around the globe full circle, with a taste for tomorrow's most standout flavours.



Plants pushing boundaries



Humble nosh



Underwater, under discovered



Physiological Eating

Indulgent, satiating, sensational & playful

Flavourful vegetables, fruits, and botanicals are pushed beyond their health benefits into sweet & savoury food and beverages. This is the future of plant-based cuisine.

Approachable, nostalgic & global

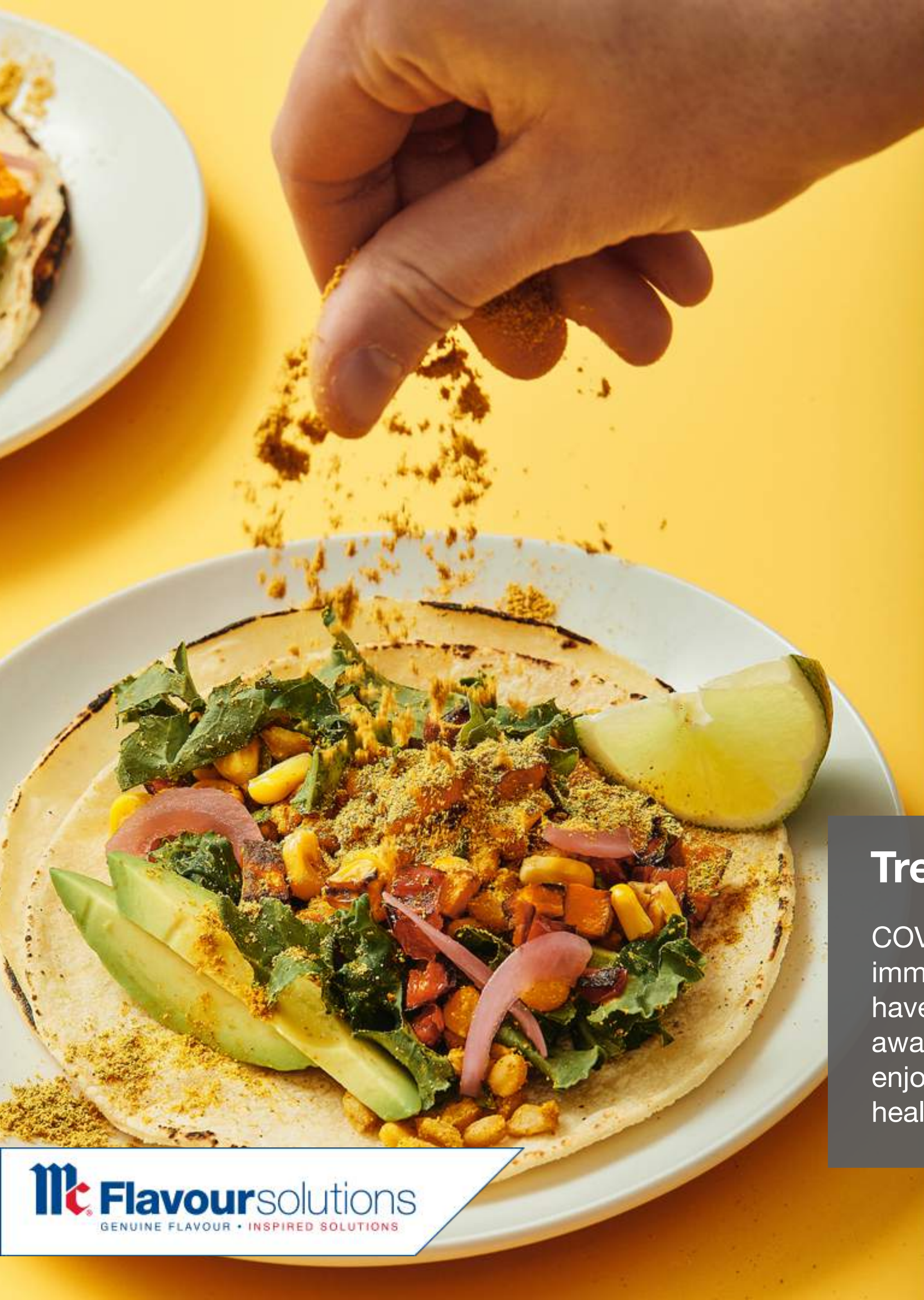
We combine rising global flavours with universal food & beverage formats to 'travel locally' and enjoy new flavours comfortably, drawing inspiration from the Yiddish word -nashn, which means "to nibble on."

Fresh, earthy & under discovered

Bringing coastal flavours to the kitchen, diving into the underwater world's potential and its under discovered ingredients & textures.

Balanced, intentional & delicious

To achieve mind-body balance, mindful eating and intentional ingredients are needed. What's next in health and wellness is a reemergence of this ancient philosophy.



Physiological eating

Balanced, intentional & delicious.

Physiological eating is about eating with intention and choosing flavours that fit into all of the six tastes to ultimately achieve mind-body balance. Inspired by ancient practices like Ayurveda, we're modernising this mindful approach.

I. Balancing the six tastes

II. Cooling

III. Warming

Its guiding principles for wellness encourages eating with intention - choosing flavours that are aligned to each of their six taste categories. Similarly, warming and cooling foods are encouraged or restricted to achieve this balance.

Trend signals:

COVID-19's potential long-term immunological health effects have shifted consumers' focus away from nutrition and enjoyment and toward overall health and well-being.

Consumers are becoming more health-conscious, focusing on what they eat to support their physical, mental, and emotional well-being.

To strengthen their defences against COVID-19 consumers are turning to foods and supplements with beneficial properties.



Physiological eating

Balanced, intentional & delicious.

I. Balancing the six tastes

When it comes to ancient approaches to health and wellness, like Ayurvedic practice, it is thought that balancing the six tastes of sweet, sour, salty, bitter, astringent, and pungent results in greater mind and body satisfaction.

Astringent

Said to be cooling

Turmeric, pomegranate,
marjoram, parsley



T Asia kitchen
India madras spicy beef
masala curry with yellow
turmeric and chilli

South Korea | June, 2021

It is made with 0.72% pure
curry powder, yellow turmeric,
and 0.2% garam masala.

Bitter

Said to cleanse

Cumin, fenugreek,
green tea



Omo! lactation bar
Cheese bar

Indonesia | March, 2020

It is a nutritious snack for
breastfeeding mothers,
formulated with traditional
herbs including fenugreek.

Salty

Thought to create balance

Sea & rock salt, olives, tamari



UHA Mikakuto osatsu doki
Salty butter flavour sweet
potato snack

Japan | July, 2021

The product provides dietary
fibre and is seasoned with salt
containing 50% deep sea salt.

Sour

Said to refresh and cleanse

Citrus, fermented foods,
tamarind



Lay's Baked cheese with
tamarind paste flavoured
potato chips

Thailand | April, 2020

This potato chips has cheese
and tangy tamarind flavour.

Sweet

Said to ground

Coriander, cardamom,
dates, licorice root



Woolworths
Chicken tikka masala

Australia | February, 2021

It is made with at least 70%
Australian ingredients including
cardamom and contains no
artificial flavours.

Pungent

Said to invigorate

Ginger, mustard seeds,
hot peppers



Nam xanh JSC
Grilled ginger with honey

Vietnam | May, 2021

This product is made with deep
yellow and pungent hot ginger
mixed with honey.



Physiological eating

Balanced, intentional & delicious.

II. Cooling

In Ayurvedic practice, nutritious foods, herbs, and spices are used to maintain the balance of elements in the body. Consumers seek cooling spices such as coriander, fennel, mint, and turmeric said to cool and calm.



Cooling saffron honey tea

This simple, fragrant tea made with saffron, honey, ginger root and Cooling Spice Blend is as aromatic as it is delicious.



Cooling spice blend

This homemade spice blend features cooling spices like cardamom and coriander to create a calm, cool balance in any number of dishes.



Paneer pakoras with Indian tomato chutney and cooling raita Chef David Burnett | Canada

It is a popular comfort food with roots in Indian cuisine.



Physiological eating

Balanced, intentional & delicious.

III. Warming

Consumers seek ingredients like cardamom, ginger, cinnamon, clove, and nutmeg said to create heat and evoke a comforting inner-balance.



Spiced honey cake with labneh frosting

This masterpiece of a cake is laced with fragrant warming spice blend and a lusciously indulgent labneh (Israeli cream cheese) frosting.



Warming spice blend

This homemade spice blend features warming spices like cinnamon to create warmth and balance in any number of dishes.



Pumpkin hummus & warming spiced parsnip crisps

Chef Nicole Bostic | US

The warming spice blend creates a welcome balance in this pumpkin hummus.



Plants pushing boundaries

Indulgent, satiating, sensational & playful



Humble nosh

Approachable, nostalgic & global



*Underwater,
under discovered*

Fresh, earthy & under discovered



Physiological Eating

Balanced, intentional & delicious

Hungry for more exciting trends in McCormick® Flavour Forecast® 21st Edition?

Check out this link today and have a flavourful experience!

<https://www.mccormickforchefs.com/2021-flavor-forecast-splash>



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

Visit our website



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