

McCormickInspire

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THE OMMMMMM
OF MMMMMMM





*In the food world,
There's always joy and balance
In pursuing flavours of the future.*

THERE'S A NEED FOR SEED IN FLAVOURS OF 2019 !

As a global leader in flavour, we're in constant pursuit of keeping you ahead in knowing what's next in flavours. So, join us on a whole new journey for all the flavours that's having their moment today.

In this issue, we bring you new trends on snacking in the Asia Pacific arena and new flavours worth following.

Discover new favourites in less common seeds and learn of the new experiments in more familiar ones done in new ways.

Because through the years, our passion for anything tasty and savoury has only grown, it is always a joy for the team to put together a new set of flavours to watch out for this year with awesome snacks from all over Asia Pacific.

Now, as we go on our new flavourful exploration, we ensure that we will uncover the stars of tomorrow's flavours and beyond!

Sincerely,
McCormick Flavour solutions ASIA PACIFIC, Marketing and Insights Team



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I. THE FOODTURE / EATSIGHTING

3 Core Elements of Savoury Snack Trend

Four countries in the Asia Pacific region highlight trends in snacking activity. From authentic and cleaner ingredients, to audacious flavour exploration with a diversified attack on snack.

Three Cores of Savoury Snack Trend in 2019

NUTRITIOUSLY HEALTHY

Consumers are now aiming to adopt healthier lifestyles through seeking healthier alternatives.

Related to this growing intention is the belief that the more natural a product, the healthier it is.

That is why snack food manufacturers are now highlighting more organic, whole and real ingredients that are free from preservatives, GMOs, MSG, anything artificial and cholesterol.

They build consumers' trust through clear communication messages on their packs to upgrade their products and food quality.

NEW DISCOVERY

With the consumers' love to enhance their sense of enjoyment rather than just keeping them fuller, manufacturers are now introducing a variety of new flavours to the market.

They are also expanding their palates within savoury food, making unconventional flavours on demand.

A fusion of opposing flavours is now being brought in to treat the taste buds with various sensations.

NEXT DIVERSITY

Manufacturers are now tapping into snacking occasions and mood-changing snacks. Hence, products are being launched highlighting on-pack particular occasions, like fasting and snacks that can help lift the mood and provide some fun.

As anything and everything can be a 'snack' nowadays, established brands are now diversifying their portfolio while new brands are introducing different base formats, adding textural differences to familiar snacks.

A great movement on savoury biscuits into salty snacks territory is already a thing in South East Asia.



NUTRITIOUSLY HEALTHY

- Cleaner Labels
- Free From
- Reduced
- Authenticity



THAILAND

ORGANIC RICE O-RING

This Hot Sriracha flavour organic jasmine rice snack contains 0g trans fat, 0mg cholesterol and is free from GMO, chemicals, and anything artificial.



RI-Ö THAI DURIAN & COCONUT MILK THAI JASMINE RICE SNACK

Features the taste of the authentic Thai dessert with the sweet mellow taste of premium durian and rich coconut milk flavour.



KHAO SHONG NUTS SELECT NATURAL FRUIT & NUT MIX

Described as a cocktail of almonds, cashews, pistachios, green raisins and figs, a good source of fiber.



LAY'S OREGANO FLAVOURED RIDGE CUT BAKED POTATO CHIPS

Contains 50% less fat than regular potato chips and free from preservatives.



GROWING INTENTIONS FOR HEALTHIER LIFESTYLES

Indonesian consumers are growing more health aware and intend to adopt healthier lifestyles.



SWEET & SALTY WHOLE PREMIUM CASHEWS WITH A HINT OF GARLIC

The farm-direct Indonesian cashews are roasted in coconut oil that's free from preservatives and dairy.

ORIGINAL TEMPEH CHIPS

These chips are high in protein, low in fat and free from preservatives and GMO.



INDONESIA



AS HIGH AS 78% OF METRO INDONESIAN CONSUMERS AGED 35-44 PREFER FOOD WITH MORE NATURAL INGREDIENTS.



NUTRITIOUSLY HEALTHY

- Cleaner Labels
- Free From
- Reduced
- Authenticity



BEET ROOT CHIPS

This 100% natural product is said to be dried and not fried. Free from preservatives, trans fats and cholesterol. It is low-calorie, but high in protein and antioxidants.

CHOCO FLAVOURED WHEAT PUFF

A whole grain, low calorie snack. Described as 100% healthy, these light and crispy treats are puffed, not fried, and can also be enjoyed with milk as a hearty mid-meal. The wholegrain, low-calorie product is free from cholesterol and trans fat.



CORNITOS MELANGE VEGGIE NACHOS WITH PINK SALT AND ROASTED GARLIC

These vegetable nachos are made using natural extracts of spinach, beetroot and white beans, blended with corn masa and sprinkled with Himalayan pink salt and roasted garlic.



ORIGINAL JATZ BITE SIZE CRACKERS

This baked-not-fried, on-the-go product retails in a 184g handy recyclable pack, containing eight convenient single-serve snack packets.

JALAPENO HEMP CORN CHIPS

This mild product is said to be packed with flavour and omega-3 from hemp seeds.



CACAO RASPBERRY SUPER POPCORN WITH LIVE PROBIOTICS.

It contains whole grains, is free from gluten, has over two billion probiotics per serving and retails in a 40g pack.

AUSTRALIA



69% OF AUSTRALIAN CUSTOMERS SAY THAT EATING A BALANCED DIET IS THE MOST IMPORTANT FACTOR THAT CONTRIBUTES TO A HEALTHY LIFESTYLE.





NEW DISCOVERY

- Dual Flavour
- Gourmet Flavour
- Unconventional
- Sensorial Experience



THAILAND



TASTO SALT & SOUR FLAVOURED FLAT CUT POTATO

Contains no added preservatives and retails in a 150g pack featuring the Facebook link.

TARO TAKOBI MENTAICO FLAVOUR CRISPY SQUID CHIPS

Said to be original Japanese Kaisen Senbei and made with real squid without added preservatives.



LAY'S PLAY 3D SHAPE BARBECUE FLAVOURED POTATO CHIPS

Said to be free from preservatives, retails in a 28g pack, featuring Facebook, Line and Instagram logos.



JACK 'N JILL ROLLER COASTER MINI NEW ORLEANS CHICKEN FLAVOUR POTATO RINGS

The product is only available at the 7-Eleven stores and retails in a 32g pack.



INDONESIA

INDONESIAN TRANSUMERS



Urban Indonesians eat more snacks during traffic jams, with on-the-go options for both private and public transport because of notorious traffic problems in major cities.

Source: Mintel Trends; Okezone; Tempo.co

THE CHANGES THAT METRO INDONESIANS HAVE MADE TO THEIR LIFESTYLES HAVE CREATED OPPORTUNITIES FOR NEW SNACKING OCCASIONS.

UNCONVENTIONAL FLAVOURS IN DEMAND



Indonesian foodies are embracing local and bold flavours.

Sources: 2018 Mintel Group Ltd., Base: 1,407 internet users aged 18+ APAC Metro Consumer Study Indonesia 2018





NEW DISCOVERY

- Dual Flavour
- Unconventional
- Gourmet Flavour
- Sensorial Experience



SAUCY PIZZA THINS

The multigrain wafer crisp thin is inspired by classic Lebanese lavash, packed with the flavours of juicy tomato, oregano and a kick of jalapeño.

DAHI PAPDI CHAAT MULTIGRAIN CHIPS

This baked, not fried, ready-to-eat product contains 40% less fat, packed with the goodness of protein and seven grains including wheat, rice, corn, gram, oats, soya, and finger millet.



INDIA

SWEET & CHILLI TOMATO POPCORN

Produced with corn kernels on a fully automated state-of-the-art hot air popping technology, making the popcorn crisper and healthier.



FLAVOUR FOCUS

Flavour remains an important attribute that will continue to drive the savoury snack market in Australia.

DORITOS COLLIDE HOT WINGS AND RANCH FLAVOURED CORN CHIPS

Dual sensations of spicy and cooling derived from both a meal and a sauce generate flavour excitement.



BANDAR TIKKA MASALA FLAVOURED NAAN CHIPS

A new twist on classic Indian flatbread with Indian flavours and American taste. It is perfect for snacking or paired with favourite dips, spreads and sauces.

AUSTRALIA



52% OF AUSTRALIAN METRO CONSUMERS SAID THAT "TASTES GOOD" IS AN IMPORTANT FACTOR WHEN PURCHASING FOOD AND DRINK.



NEXT DIVERSITY

- Purpose Oriented
- Formats Crossover
- Brand Portfolio Expansion

PURPOSE-ORIENTED

Brands are launching snacks meant for specific occasions, like fasting, and specific purposes, like changing the mood and providing a fun moment.

TANGY POPPED WATER LILY SEEDS

This absolutely yummy, non-greasy and non-powdery healthy snack is suitable for vegans as well as those fasting.



PREMIUM PANI PURI

This street side snack made premium is suitable for vegetarians. It contains 200g puri and a free 75g pack of pani puri paste.



BLUEBERRY BOLT ON-THE-GO BAR

The on-the-go mood lifter bar with a dose of energy, boost focus and memory, and contains added omega 3 for a healthy heart.



NABISCO RITZ SOUR CREAM AND ONION FLAVOURED TOASTED CHIPS

These chips are said to have 40% less fat than the leading regular fried potato chips.

SAVOURY BISCUITS

GLICO PRETZ PAD-CHA SEAFOOD FLAVOURED THIN STICKS (THAILAND)

These non-fried sticks are said to be uniquely and satisfyingly crispy and feature a diameter of only 3mm.



EXPAND MY BRAND

Brands are expanding their credentials to attract new consumers through a focus on format, packaging, health and taste.

AUSTRALIA



CANTINA STYLE SMOKED CHIPOTLE TORTILLA CHIPS

Next generation corn chips have a new name for corn chips and a serving suggestion that leverages Mexican culture.

III. THE FLAVOURACLE

McCormick Flavour Forecast 2019 Qtr. 1

Take a peek to the crunchy, citrusy, nutty, buttery and pungent seeds that lead the flavor trends this year.

**PURPOSE-ORIENTED**

Seeds are chosen as they offer "simple" and "real" nutrients and are free of artificiality.

**FLAVOUR EXPERIENCE**

Seeds provide the addition textural crunch, a value-adding sensorial taste experience.

WHY THE NEED FOR SEED?

**REAL FOOD**

Seeds are a whole food source of balanced nutrients that fit with many dietary approaches. Seeds are considered good fats and plant protein.

**CULINARY**

Consumers seek out upgraded and global flavours in their everyday food experiences – the perfect flavour exploration.

THE SEEDS



BASIL SEEDS

THE NEW CHIA

Like chia seeds, basils are gelatinous when wet. They're mostly used as a thickening agent in juices.

TASTE & SHAPE

They have a mild taste and the seeds are completely black and tear-shaped when dry, roughly the same size as chia seeds.



LOTUS SEEDS

ASIAN STAPLE

A staple in Asian cuisine in the form of lotus seed paste, used in Chinese pastries as well as in Japanese desserts.

POPCORN

Emerging as a snacking alternative, we're seeing popped lotus seeds flavoured and sold similar to popcorn.



BLACK & WHITE SESAME SEEDS

NUT FREE

Sesame seed has a nutty flavour, but they are nut free. Perfect for sweet & savoury desserts!

THE SEED

White sesame seeds have their hulls (shells) removed, and the hulls of black sesame seeds are intact.



ANCIENT SEEDS

ANCIENT TIMES

These seeds date back to ancient Roman, Greek and Egyptian civilizations, and are now being rediscovered in new ways.

MOST POPULAR ANCIENT SEEDS

Types of ancient seeds to watch: mustard, coriander, cumin, caraway.

INSPIRATIONS FROM ASIA

BASIL SEEDS

1. JUICE DRINKS

- Commonly found in Southeast Asia esp. Vietnam and Thailand.

2. LEMONGRASS BASIL SEEDS PANNACOTTA

- Similar usage as Chia Seeds.

3. BASIL SEED CURRY DISH

4. BASIL SEED PESTO

5. THAI BASIL SEED CHICKEN MEATBALLS

- Used in place of breadcrumbs.

6. CREAMY BASIL & BEET TERRINES

- A play off of avocado toast!

7. BASIL SEEDS, OAT, AND SPELT PANCAKES (VEGAN)



LOTUS SEEDS

1. LOTUS CAKE (CHINA)

2. CARAMALISED SEEDS (INDIA)

3. MOONCAKES WITH YOLKS & LOTUS SEEDS PASTE FILLINGS

- Traditional Pastry in Asia during Mid Autumn Festival

4. LOTUS SEEDS, LONGAN AND PERSIMMON SWEET SOUP

5. CANDIED LOTUS SEEDS

- Chinese New Year Snacks

6. GUR MAKHANE OR JAGGERY CARAMELIZED LOTUS SEEDS



INSPIRATIONS FROM ASIA

BLACK & WHITE SESAME SEEDS

1. LATTE (HONG KONG)
2. PASTRY / BAKERY
3. ICE CREAM
4. TOPPING ON JAPANESE STARTERS
5. ROASTED EGGPLANT WITH MISO AND SESAME SEEDS
6. TOASTED SESAME GINGER SALMON
7. BROWN RICE SALAD WITH KALE AND SESAME SEEDS



ANCIENT SEEDS

1. MUSTARD SEED FLAVOURED OIL AS TOPPING FOR STEW
2. CORIANDER SEED "DUKKHA" COATED GRILLED CORN
3. CRISPY BRISKET TACO WITH CUMIN SEED.
4. WHOLE ROASTED CAULIFLOWER WITH POPPED MUSTARD SEED AND TURMERIC.
5. TEMPERING OR TADKA (INDIAN CUISINE COOKING)





APRIL 2019 | ISSUE 4