

Flavor Forecast 2017 Trends

Trend 1: Wake Up to a Global Bowl

Trend 2: Plancha: Flat-out Grilling

Trend 3: Egg Yolks, The Sunny Side of Flavor

Trend 4: Modern Med

Trend 5: Sweet on Pepper



McCormick Brings Passion to Flavor™



Trend 1: Wake Up to a Global Bowl



Wake Up to a Global Bowl

Trend Overview: Think outside the (cereal) box and try a bowl packed with captivating global flavors and ingredients to help power through the day.

- Mashing of global influences with traditional ingredients
- Hearty bowl ingredients keep you full throughout the morning, leading to increased concentration at work or in the classroom
- Bowls can be sweet or savory; flavor and texture added in a natural, healthy way

Insights

Consumers moving to satiety foods that they believe will give them sustained energy to cope with an unpredictable schedule

Mintel predicts hot cereal segment will increase 11% from 2014-19.

A growing segment of the food truck category is now devoted specifically to the breakfast daypart, with gourmet, on-the-go, and global options

85% of Millennials (18-34) are looking for more ethnic items and flavors to be offered at breakfast

National Restaurant Association found ethnic-inspired breakfast items were among the top 20 “hot” food trends at US restaurants for the second year in a row

McCormick Brings Passion to Flavor™



Featured Flavors: Wake Up to a Global Bowl

- **Congee – The New Oatmeal**
 - The Far East's creamy rice porridge gets an upgrade with exotic rice varieties, warm spices and pomegranate juice or stock. Top with mango, pancetta, a balsamic drizzle, and more.
- **Sorghum Grain Bowl – Cereal & Milk Grown Up**
 - Explore the possibilities of this ancient whole grain as the new “cereal” paired with alternative or plant-based milks. Sorghum has a hearty texture and mild flavor; gluten-free.
 - Popped sorghum makes a crunchy homemade granola or season cooked sorghum with cinnamon and ginger; top with roasted apples, carrots and pistachios
- **Breakfast Hash with Skhug**
 - Warm and savory breakfast bowl made with ground meat, chickpeas, greens and veggies with spoonfuls of Middle Eastern skhug hot sauce.
 - Skhug Hot Sauce (also spelled schug or zhug): contains cumin, cardamom, coriander, Thai bird chilies, garlic, parsley, cilantro, olive oil & lemon juice



Congee



Sorghum



Popping Sorghum



Chickpea Hash

Congee growing on menus

1 year growth

+14.5%

4 year growth

+117.8%

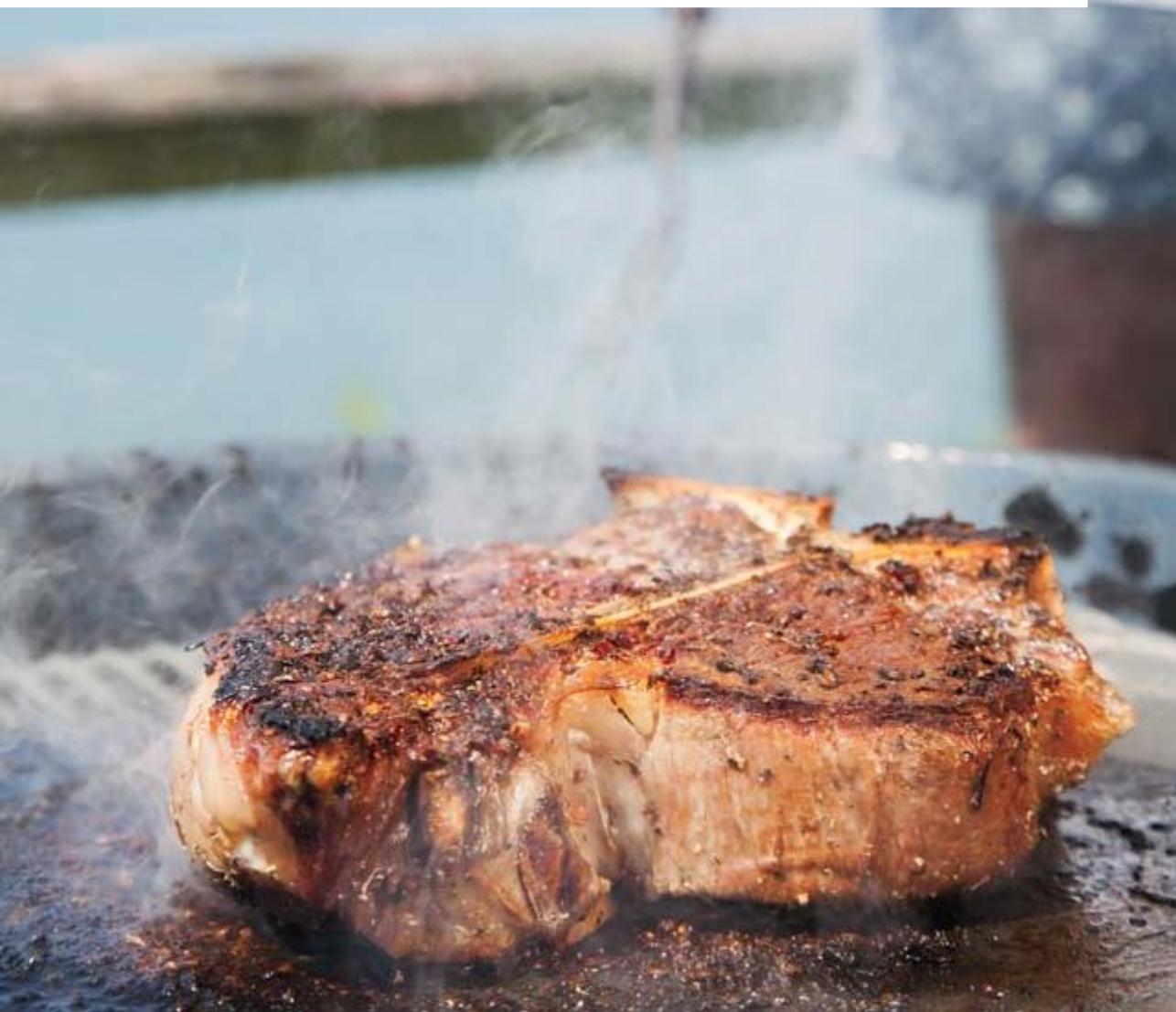
total growth

+508.2%

vision to Flavor™



Trend 2: Plancha: Flat-out Grilling



Plancha: Flat-out Grilling

Trend Overview: Pairing high-heat a la Plancha grilling with ingredients from the regions of Spain, Basque (France), and Mexico, where the Plancha is a way of life.

- Plancha is like a griddle—a thick, flat slab of cast iron you place on the grill for searing food. It cooks food fast and even without hot spots.
- Marries the searing and crusting capabilities of a cast iron cooking with the intense heat and smoke flavor produced by the grill.



Insights

Consumers globally are keen to experiment with new flavors and techniques for grilling

Plancha cooking is common in Spain, Basque region & Mexico; now gaining attention in other regions around world

It is found in tapas bars/restaurants to cook all kinds of food

Plancha grilling is casual & fun; perfect for backyard entertaining

McCormick Brings Passion to Flavor™



Featured Flavors: Plancha: Flat-out Grilling

- **Basque-Inspired Rub with Espelette Pepper:** France's espelette pepper is distinctively smoky, sweet and mildly hot - perfect as the lead flavor in a zesty rub with Mediterranean herbs to enhance grilled meats and seafood.
 - Given a protected designation by the European Union
- **Bold Sauces**
 - **Mojo Verde:** Vibrant Spanish green sauce with cumin, cilantro, parsley and green chilies
 - **Romesco:** Mildly spicy Spanish sauce made with roasted red pepper, smoked paprika and almonds
 - **Adobo Negro:** Hybrid Mexican sauce borrowing from spicy adobo and complexly flavored negro sauces. Made with stout beer, black sesame and chile pepper
- **Sherry wine and vinegar:** As a glaze or drizzle, these Spanish ingredients bring the perfect zing to seared foods.
 - Growing on US restaurant menus – up 43% in four years



Espelette Pepper Rub



Bold Sauces

McCormick Brings Passion to Flavor™



Trend 3: Egg Yolks, The Sunny Side of Flavor



Egg Yolks, The Sunny Side of Flavor

Trend Overview: Egg yolks leave breakfast behind! These golden gems add richness and indulgence in a surprising fashion for a wide range of lunch and dinner menus. Taking on the different tastes and styles of each dish, yolks add excitement, protein and exceptional flavor.

- It's informal; the egg yolk can be put on almost any dish

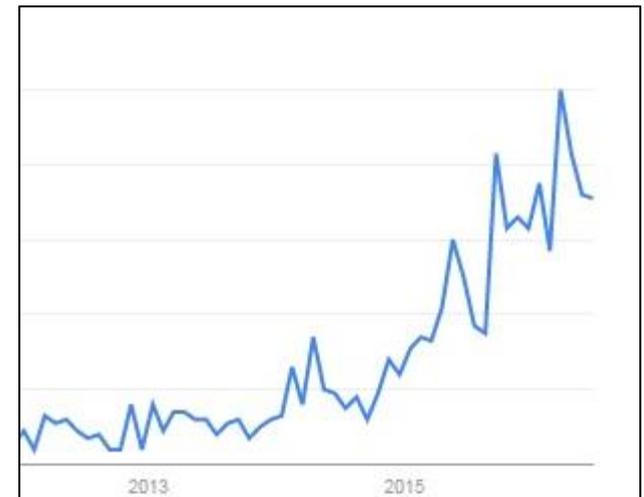
Insights

Consumers are looking for one ingredient which provides protein and satiety

Driven by Millennials: Looking for less familiar traditional cooking techniques and opportunity to showcase cooking skills

Poached eggs are seen as healthy + indulgent at the same time

Cured egg yolks are growing as new grated Parmesan



Google Trends: "Cured Egg Yolk"

McCormick Brings Passion to Flavor™



Featured Flavors: Egg Yolks, The Sunny Side of Flavor

- **Shakshuka**: Egg yolks simmered in a tomato and vegetable sauce infused with savory Middle Eastern spices; a rustic supper - just add bread to dip
 - Flavored with smoked paprika, cumin, pepper, cayenne, turmeric & caraway
- **Broth Bowls with Egg**: A fried or poached egg rests atop flavorful ingredients combined with hearty stock
 - Tomato Fennel Bowl with Zucchini Noodles
 - Kimchi-Style Crispy Rice Bowl
 - Bonito Udon Broth Bowl
- **Cured Yolk**: Packed in salt and spices to cure for several days, these yolks are a buried treasure. The result is firm enough to shave over pasta, salads and more.
 - Flavor variations like Nori, Spicy, Beet, Smoked Paprika, Rosemary, etc.
 - Beet Carpaccio with Rosemary Cured Egg Yolk
 - Indonesian Gado Gado Salad with Soy Ginger Cured Yolk



Shakshuka



Kimchi-Style Crispy Rice Bowl



Cured Yolk

McCormick Brings Passion to Flavor™



Trend 4: Modern Med



Modern Med

Trend Overview: Discover the new Mediterranean cuisine for the 21st century. Melding Eastern Mediterranean ingredients with Western European classics, cooks can create homey dishes with a fresh take.

- Eastern Med. ingredients of focus = Syrian, Turkish, Egyptian, Libyan, Israeli
- Key migration countries in Western Europe: Germany, Sweden, France, Italy, UK, and Austria
 - Feature classic dishes from these European countries

Insights

People are migrating to different countries due to civil unrest or economic opportunity

Immigration will impact the flavors and foods in those countries receiving the most migration

Due to the large migration from Eastern Med, expecting these cuisines/flavors to merge with European cuisines and local ingredients

McCormick Brings Passion to Flavor™



Featured Flavors: Modern Med

- **Barberries**: The Eastern Mediterranean's prized tart ingredient - use this small red, dried fruit in both sweet and savory dishes
- **Baharat Seasoning**: Each region puts their unique stamp on this indispensable blend for Eastern Mediterranean cooking
 - Typically contains black pepper, cumin, cardamom, cloves, coriander, nutmeg and paprika
 - Mint and cinnamon added in Turkish version; Cinnamon, red pepper and ginger added in Gulf version
- **It All Starts with Pasta**: Pasta is the foundation for inspired, new culinary traditions
 - Persian Ash-e-Reshteh soup merges with Italian Minestrone
 - Eastern Mediterranean Salt-Cured Swordfish joins German Spaetzle
 - Turkish Manti cozies with Italian Bolognese



Barberries



Baharat Seasoning



Persian Minestrone

McCormick Brings Passion to Flavor™



Trend 5:
Sweet on Pepper



Sweet on Pepper

Trend Overview: Peppers' tongue-tingling, bold edge is tempered by naturally sweet ingredients like syrups, exotic fruits and even Asian vegetables. After hiding in plain sight for so many years, pepper is finally capturing the spotlight.

- **Its up-front bite and lingering sensation offers the next wave of spicy flavor**
- There are so many possibilities when paired with naturally sweet flavors: desserts and ice cream, cocktails/bitters, spicy jackfruit tacos, and more

Insights

As consumer demand for spicy food increases, it also is evolving beyond just eye-watering and mouth burning heat

There is a desire for more complex blends of pungent flavors – provides a different sensation in mouth vs. chile peppers

More recently, consumers have sought out more subtle flavor differences from a variety of specialty peppers

Consumers are looking for more healthful and natural alternatives to sugar

McCormick Brings Passion to Flavor™



Featured Flavors: Sweet on Pepper

Feature the bold flavor of Pepper!

- Pepper + Dragon Fruit: Pepper pairs well with exotic, tropical fruits like dragon fruit, mangosteen, green mango and jackfruit
 - Dragon fruit is crunchy with a mildly sweet flavor - bright pink on the outside with a red or white inner fruit and black seeds
- Pepper + Ube: This Filipino purple yam is pepper's unusual and delightful partner. As is the sweet, floral extract from Southeast Asian pandan leaves
- Pepper + Date Syrup: Other natural sweeteners are just as nice - brown rice syrup, sorghum syrup, barley malt syrup, yacon syrup, coconut sugar/nectar, piloncillo
 - can make your own date syrup from dates or buy syrup



Ube



Date Syrup



Dragon Fruit

McCormick Brings Passion to Flavor™

