

# McCormick reveals future flavours

Ethnic blends, a hands-on approach and a waste-not mentality are among the trends forecast to drive global food innovation in the coming years.

**N**ow in its 13th year, 'McCormick Flavour Forecast' is an annual spotlight on the emerging trends that the company expects to drive in terms of flavour innovation over the next several years.

The report is created by a team of McCormick chefs, sensory scientists, dietitians, trend trackers, marketing experts and food technologists from around the world. In its second year as a global report, the Flavour Forecast showcases trends and flavours taking root in cultures spanning Asia, Australia, Europe, Africa, Latin America and North America.

"With our global team of experts, McCormick has a unique capability of identifying new and emerging trends on a global scale," Chairman, President and CEO of McCormick Alan Wilson said.

"Through the Flavour Forecast, McCormick leads the way in identifying flavour trends that serve as catalysts for innovation in many favourite retail brands and restaurant menus, including our own products."

Past reports have helped move once unfamiliar ingredients and trends into mainstream popularity. Last year eggplant and harissa made McCormick's forecast and there are now a number of dips launching with that flavour combination. Beetroot was identified as growing in popularity in 2010 and nine beetroot-flavoured products, such as jams and dips, have since launched. Forecast in 2008, 11 new sweet potato-flavoured products were launched in 2009 and a further eight in 2012.

With the Flavour Forecast 2013, McCormick has identified five trends that the company believes will drive new product development and innovative menu additions over the coming years.

## No apologies necessary

"Food lovers are making a conscious choice to stop and enjoy the moment," McCormick Foods Australia Senior Home Economist Michelle Thrift said.

"People are craving scrumptious flavours to provide satisfaction. It's an 'eat what I want, when I want' trend."

This trend has generated some weird eating habits, such as baby back rib cupcakes, which are popular in the US at the moment.

"It's about diving headfirst into sumptuous flavours to enjoy the gratification of a momentary escape," Ms Thrift said.

## Personally handcrafted

Chefs and home cooks are taking a hands-on approach to food and coming together to share their eating experiences. Some buzzwords around this particular trend are 'home-made', 'house-made', 'scratch-made' and 'rustic'.

"In 2012 we saw rustic fare growing in restaurants and now we're seeing more vegetable gardens and farmers markets," Ms Thrift said. "It's the enjoyment of putting extra work and time into showcase these very best dishes."

## Empowered eating

People are developing a more personal approach to food and overall health by choosing from diverse eating plans that can be tailored to their lifestyles.

"People are feeling empowered by food and finding 'what's right for me' and chefs are finding more healthy recipes due to consumer demand," Ms Thrift said.

## Hidden potential

Transforming under-utilised parts to extraordinary meals, cooks are uncovering the fullest flavours from every last part of the ingredient, eg, leaves, stems, less familiar cuts of meat.

"It's basically using the art of 100 per cent, using the whole animal or vegetable, and using creative methods of cooking to coax out the full flavour of the food," Ms Thrift said.

## Global my way

Discovering the unlimited flavour possibilities of global ingredients, beyond traditional roles in 'ethnic' cuisine, chefs are incorporating global condiments and spices to everyday cooking.

Ms Thrift describes this trend as cultural collaboration: "Applying one's culture to new experiences through food."

A key flavour that is forecasted

to follow this trend is cajeta, a caramel sauce that comes from Mexico.

"It's very sweet, but it's made from goat's milk, so it has a savoury note to it and it works fabulously with anise – aniseed or star anise," Ms Thrift said.

"There has been a lot of experimentation with two flavours and we're coming up with some really delicious meals in the test kitchen." ♦



Cajeta and anise.



Market fresh broccoli and dukkah.



Hearty meat, plantain and cinnamon.

## Flavours of tomorrow

McCormick has compiled 10 flavour combinations to illustrate how the trends they identified are coming to life through taste. The following flavours are predicted to hit restaurant menus, followed by supermarket shelves in the next three to four years.

Trend	Flavour combination
No apologies necessary	<b>Decadent Bitter Chocolate, Sweet Basil &amp; Passionfruit</b> An intensely indulgent combo that delights all the senses.
	<b>Black Rum, Charred Orange &amp; Allspice</b> An instant tropical getaway, this sultry collision balances richness and warmth.
Personally handcrafted	<b>Cider, Sage &amp; Molasses</b> Rustic and comforting, this combo brings natural goodness to every meal of the day.
	<b>Smoked Tomato, Rosemary, Chilli &amp; Sweet Onion</b> Smoky, sweet and spicy flavours energise handcrafted ketchup, sauces, jams and more.
Empowered eating	<b>Farro Grain, Blackberry &amp; Clove</b> Healthy ancient grain rediscovered, with powerful hits of fruit and spice.
	<b>Market-Fresh Broccoli &amp; Dukkah (blend of cumin, coriander, sesame and nuts)</b> Satisfying flavours and textures, mixing unexpected varieties of broccoli with a Middle Eastern spice blend.
Hidden potential	<b>Hearty Meat Cuts, Plantain &amp; Cinnamon Quills</b> A new take on meat and potatoes, these ingredients inspire creative approaches that unlock their full-flavour potential.
	<b>Artichoke, Paprika &amp; Hazelnut</b> Ingredients you thought you knew invite new exploration, unleashing their deliciously versatile starring qualities.
Global my way	<b>Japanese Katsu Sauce &amp; Oregano</b> Tangy flavours of barbecue and steak sauce create the next go-to condiment
	<b>Anise &amp; Cajeta (Mexican caramel sauce)</b> Sweet, rich delight transports desserts and savoury dishes to new places.