



NORTH AMERICA



International Inspirations



CONTENTS

GETTING AHEAD OF GLOBAL INSPIRED FLAVOR TRENDS	3
FINDING INTERNATIONAL INSPIRATION	4
SPOTLIGHT TRENDING REGIONS	5
THE MORE EXOTIC, THE BETTER	7
GLOBAL MASHUPS	8
HIGHLIGHT THE HEALTH HALO	9
BE INSPIRED BY BEVERAGES	11
SEASONING SAMPLES -- ON DEMAND	12



GETTING AHEAD OF GLOBAL INSPIRED FLAVOR TRENDS



It's time to get global! International inspired cuisines are reaching all new heights, seeing major spikes in demand in foodservice and retail. Consumers are craving adventure, fueling their desires for exotic foods and flavors from around the world. Becoming more adventurous – and let's face it, dealing with more boredom – has meant more exploration and experimentation with food.

With consumers eager to expand their horizons with new foods and flavors, there is a major opportunity for food brands to innovate with international inspiration. Delight restless consumers by launching new products and menu items that feature flavors from around the world.

80%

of consumers report concerns about health and safety due to COVID-19 while thinking about travel¹

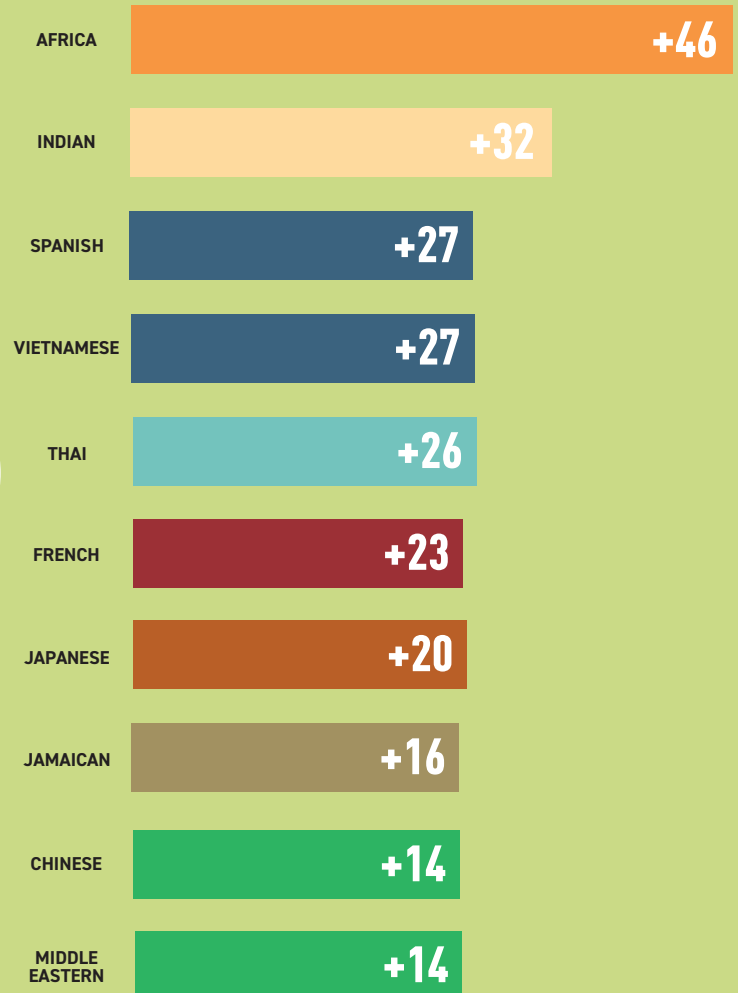
36%

of consumers report wanting to see more international flavors in retail²



GROWING GLOBAL CUISINES³

Take the guesswork out of consumers' cravings by paying attention to which global cuisines are beginning to trend.



1. Mintel's US Menus: Trending LTOs, August 21
 2. Mintel's A Year of Innovation in Cooking Sauces & Seasonings, 2021
 3. Mintel Menu Insights, Q2 '20 vs. Q2 '21

FINDING INTERNATIONAL INSPIRATION



The world is a big, big place! That means there's seemingly endless options for finding global foods and flavors to serve as inspiration for your next product offering. With so many options, it's important to understand the trends – and the trends behind the trends. Our experts' recommendations for embracing global trends – and deciding which international flavors to feature in your products?

- 1. Spotlight trending regions**
- 2. The more exotic, the better**
- 3. Highlight the health halo**

Getting Global Insights from the Fuchs Gruppe

Since 1990, Fuchs North America has been a part of the global Fuchs Gruppe, the world's largest privately owned spice and seasoning company. Through our culinary brain trust, Culivision, our innovative chefs based in Europe, North America, South America, and Asia team up to create cutting edge products with unbeatable flavors.

Focused on creating a vision for the future of food, Culivision puts your brand at the forefront of flavor. Our global team of chefs and culinary experts come together to craft craveable, custom flavor solutions for our partners, driven by innovation and backed by market research data.

Keeping up with trends in America is a major challenge in and of itself, let alone keeping track of global trends. Our experts have got you covered! We collaborated with our affiliates in Brazil, China, and Germany to bring you global insights throughout this white paper.



SPOTLIGHT TRENDING REGIONS



Especially in the context of a global pandemic, consumers have serious FOMO (fear of missing out) these days when it comes to experiencing the latest trends. As a result, they are quick to try emerging global cuisines and new flavors. Your best bet for grabbing these consumers' attention is to keep a close eye on regions that are beginning to trend in foodservice to inspire your next product launch. Cuisines like Middle Eastern, Indian, and Japanese are growing rapidly, making them ideally suited for serving as inspiration for new and exciting products. Introduce consumers to classic dishes and flavors from these regions to help them discover new favorites.

FLAVOR RECOMMENDATIONS:

- Vindaloo Snack Nuts
- Baklava Snack Bars
- Miso Seafood Glaze
- Tabbouleh Salad
- Chana Masala
- Spicy Sushi Roll Popcorn



Let's face it: there are some ethnic cuisines that will always be popular. And there are some consumers who will never venture very far from their comfort zones. For these reasons, "mainstream trendy" ethnic cuisines, like Mexican, Chinese, and Italian will never fall out of favor with consumers. If you're looking to appeal to a broader – and less adventurous – consumer base, look to these cuisines as a starting point for developing craveable flavors. Just because these cuisines are familiar, doesn't mean that there isn't room for innovation. Go for authentic or lesser known dishes and flavors from these countries, or feature a familiar favorite in a new format to appeal to adventurous and not-so-adventurous consumers alike.

FLAVOR RECOMMENDATIONS:

- Patatas Bravas Potato Chips
- Chinese Almond Cookies
- Nduja Spread



SPOTLIGHT TRENDING REGIONS



TOP CONSUMED GLOBAL CUISINES ¹

Mexican 69%
Italian 65%
Chinese 64%
Japanese 37%
Greek 25%
Thai 25%

GLOBAL CUISINES ON THE RISE ²

(between May '20 and May '21)

Japanese +8%
Chinese +8%
Latin +5%
Middle Eastern +4%
Indian +3%
Greek +3%

MEXICAN CUISINE
HAS GROWN 5%
YEAR-OVER-YEAR IN
AWAY-FROM-HOME
CONSUMPTION ³

Global Insights from the Fuchs Gruppe: Spotlight on Fuchs Germany

The European market is incredibly diverse, with rich cultural backgrounds and a seemingly endless supply of flavor inspiration. It is difficult to nail down just a few top trends in Europe, but, here, our marketing and culinary experts at Fuchs Germany break it down for you, giving their take on the most influential flavor trends in Europe right now:



1. Smoked & Smoky. Just like American consumers, European consumers are craving all things smoked and smoky. From proteins and sauces to snacks and dairy, smoky flavors are proving to be a hit with consumers across Europe.



2. Salted. Variations of salt and salted flavors are also on the rise in Europe – but not only in traditionally salty and savory categories. Sweet product categories, like baked goods and desserts, are also increasingly featuring salt.



3. Asian Cuisine. Consumers in Europe are just as obsessed with Asian cuisine as consumers in America. Curry flavors, in particular, are popular with European consumers, as are flavors that feature sweet heat and soy sauce.

The plant-based food trend has also taken hold in Europe. According to our experts in Germany, one way to appeal to European consumers is to innovate with dishes that can incorporate multiple flavor trends. Take Buddha Bowls, for example, which are growing in popularity in Europe. These bowls often feature plant-based ingredients and can include smoky, spicy, and Asian flavors.



1. Mintel's US Menus: Trending LTOs, August 21
2. Mintel's A Year of Innovation in Cooking Sauces & Seasonings, 2021
3. Mintel Menu Insights, Q2 '20 vs. Q2 '21

THE MORE EXOTIC, THE BETTER



Eating is about experiencing and exploring! Consumers are stepping further and further outside of the comfort zones, and they want their favorite brands to facilitate their exploration and satisfy their curiosity for new-to-them flavors. More so than ever, consumers are growing bored with familiar foods and flavors, craving the exotic and unexpected instead. That's why they're loving global inspired options, which allow them to expand their horizons.

One option for helping consumers experience the world from the comfort of their kitchens? Look to the most exotic of ethnic cuisines. Rather than going with flavors inspired by familiar regions, feature flavors from far away places, like Africa, India, and the Middle East. Millennials and Gen Z, in particular, will be enamored with the possibility of exploring the exotic flavors of these regions. ¹

FLAVOR RECOMMENDATIONS:

- Aji Amarillo Tortilla Chips
- Tteokbokki Sauce
- Thai Green Mango Salad Dressing
- Yerba Mate Muffins

FLAVOR RECOMMENDATIONS:

- Doro Wat Potato Chips
- Yassa Marinade for Chicken
- Piri Piri Sauce
- Gulab Jamon Ice Cream
- Jollof Rice



Another option? Find more exotic dishes from familiar regions like Asia and South America. Consumers will appreciate the opportunity to experience new dishes and flavors from their favorite cuisines.

1. 30% of Gen Z consumers and 14% of Millennial consumers report consuming African Cuisine - Source: International cuisine tracker US, August 21
2. 19% of U.S. consumers report having eaten Indian cuisine in the past 3 months - Mintel's Trendspotting on US Menus: Indian Inspired Beverages, Sept 21

GLOBAL MASHUPS



Creating craveable combinations with unexpected and unique flavor pairings is a sure-fire way to get consumers' attention. According to Mintel, 29% of consumers agree that fusion is a great way to try new global flavors ¹. Better yet, international inspired flavor mashups allow you to appeal to a broader consumer base. Pair an emerging global flavor with a familiar favorite to bring consumers of all ages just a little bit outside of their comfort zones.

Think a Kimchi BBQ, a Five Spice Chocolate Nut Butter, or Ras el Hanout Scones. Another option? Excite adventurous consumers by combining two ethnic flavors for a truly exotic flavor experience. Sriracha Shawarma, Za'atar Tomatillo Salsa, Berbere Tzatziki, and the like fit the bill. Consumers will appreciate the chance to experience something completely new and different. Get more mash-up inspiration in our mouthwatering mashups white paper.



Global Insights from the Fuchs Gruppe: Spotlight on China

Asian flavors are trending around the world. But what's trending in Asia? We asked our marketing and culinary experts at Fuchs China for their insights. Here's their take on the top flavor trends in Asia:



1. Indulgent Cheese. From cheddar to gouda, cheeses of all types are trending in this market – and are taking hold in a wide range of product categories, like snacks and appetizers.



2. Premium Truffle. Sophisticated ingredients have been making their mark on restaurant menus and grocery store aisles in Asia, with truffle serving as a standout.



3. Diverse Spicy. Exotic global flavors that bring the heat are in demand with Asian consumers. Internationally inspired spice blends and super hot flavors are sure to satisfy these consumers' cravings.

Asian dishes serve up endless flavor inspiration for pretty much any and all product categories. Some popular Asian dishes that our experts recommend looking to for inspiration? Korean Corn Cheese and Thai Massaman Curry.



HIGHLIGHT THE HEALTH HALO



Health and wellness continue to be top-of-mind for consumers. This makes international cuisines all the more appealing. Many global foods and flavors hold the much coveted “health halo,” as consumers recognize them as healthier than American cuisine. Asian and Mediterranean cuisines, in particular, are in demand thanks to their health halos. Better yet, the foods and flavors of these trending cuisines are also in-line with other health and wellness trends, like the gut health trend. Take advantage of these trends by using healthy dishes and ingredients from Asia and the Mediterranean as inspiration for new products.



FLAVOR RECOMMENDATIONS:

- Kimchi Snack Nuts
- Spanish Style Pisto
- Miso Sesame Salad Dressing
- Vietnamese Style Pho
- Shakshuka Potato Chips

Not only are global cuisines perceived to be healthy, but international dishes often feature spices and ingredients that are trending for their potential health benefits. Spices like turmeric, ginger, cardamom, and more have generated buzz in recent months for their perceived health properties. These spices happen to be heavily featured in Indian, Asian, and Middle Eastern cuisines, presenting the perfect opportunity to appeal to consumers who are looking for innovative ways to incorporate these spices into their diets. Lean into this trend by featuring spice blends from around the world in a variety of new and interesting formats.



FLAVOR RECOMMENDATIONS:

- Baharat Meat Rub
- Dukkah Sourdough Bread
- Coconut Pumpkin Masala Shake
- Japanese 7 Spice Jerky

HIGHLIGHT THE HEALTH HALO



Chef's Take

As health and wellness continues to be a top priority for consumers during the pandemic, the demand for plant-based food has grown dramatically. From meat and carb substitutes to nut-based dairy alternatives, plant-based options have become increasingly popular in populations beyond vegans for the first time. Although the concept of eating a plant-based diet is new to most Americans, in many areas of the world, eating plant-based is the norm. This presents a major opportunity for brands looking to appeal to both adventurous and health-conscious consumers. Featuring popular plant-based foods from trending cuisines, like Indian, Korean, and Thai, is one way to satisfy consumers' curiosity about foods and flavors from around the world, while also helping them get in on the plant-based trend.

Another option? Global flavors can make plant-based foods more appealing to consumers who might be hesitant to try them. For a long time, plant-based foods had a reputation for having unpleasant aftertastes. Pairing plant-based foods, like veggie burgers, lentil pasta, and seaweed snacks, with trending global-inspired flavors can help get consumers excited about these products – and overcome any reservations they have about plant-based foods.

- Chef Howard Cantor, Fuchs North America

- 42% of consumers perceive Asian cuisine to be healthy¹
- 42% of consumers have tried a new food during the COVID-19 pandemic because it was a healthier option²
- Ingredients that are common in Indian food and beverages and have known benefits to health are growing in popularity in U.S. beverages. ¹
 - Cardamom +81% - Q1'18 -Q1 21
 - Turmeric +13%
 - Mango +6%

1. Mintel's International cuisine tracker US, May 21
2. Mintel's Trendspotting on US

BE INSPIRED BY BEVERAGES



Yet another option for incorporating international inspiration into your products is to look to beverages from around the world for flavor ideas. From horchata to lassi, consumers have been exploring global beverages in recent years, resulting in major growth for these items in both foodservice and retail. Asian inspired beverages, for example, grew 40% in menu item mentions between Q2 2020 and Q2 2021¹. Bring global beverages to the grocery store aisles, making them more accessible to a wider consumer base.

Think Mango Chai Lassi, Vietnamese Style Egg Coffee, Middle Eastern Style Limonana, and Pisco Sour Cocktail Mixer. There's no shortage of flavor inspiration when it comes to global beverages. Offer the flavors of popular global beverages in everything from snacks to desserts to give consumers something to get excited about. Think Horchata Cupcakes, Caiprinha Popcorn, and Honey Matcha Ice Cream.



Global Insights from the Fuchs Gruppe: Spotlight on Brazil

What's trending in South America? Here are the top 3 flavor trends in this region, according to our marketing and culinary experts at Fuchs Brazil:



1. Spicy. Our experts in Brazil note that spicy flavors – and especially those that are featured in regional dishes – are in demand with consumers. Coriander, in particular, is on the rise, so dishes that feature this ingredient are sure to be a hit with consumers.



2. Citrus. Consumers in this market are craving citrus fruits, which are a staple in many popular South American dishes. Lemons, oranges, and pineapples are especially in demand with consumers.



3. Asian Cuisine. Trending around the world, it is no surprise that Asian cuisine is winning over consumers in South America. Thai cuisine, as well as Asian dishes that feature turmeric and ginger, are seeing significant growth in this market.

Interested in bringing the flavors of Brazil to your products? Our culinary team in Fuchs Brazil recommends looking to popular dishes like Chicken & Coriander Curry and Moqueca, a seafood stew, for inspiration.

1. Mintel Menu Insights, Q2 '20 vs. Q2 '21



Get Samples - On Demand!

Good news - we've got samples! For a limited time, samples of international inspired seasonings are available. Click here to request yours!

Inspiration in Your Inbox

The only thing we love just as much as sending out samples is sharing our trend insights! Subscribe to our monthly e-newsletter.



NORTH AMERICA

Contact us to see how Fuchs can help you make something special!

CONTACT US

Fuchs North America
3800 Hampstead Mexico Road
Hampstead, MD 21074 USA

• Toll-Free: 800-365-3229
• Phone: 410-363-1700
• www.fuchсна.com



NORTH AMERICA

BRINGING THE *Joy* OF FOOD TO *Life*[®]

FUCHS GRUPPE