

FLAVORS OF THE FUTURE

Rising stars of flavors for sports nutrition influenced by East Asia



YOUR NEW FLAVOR FORECAST

We have divided the flavor trends into four categories:



Ahead of the curve, new to consumers and generally too novel to be on menus.



Starting to appear in food products with potential to mainstream in the near future.



Regarded as normal or conventional in a segment and poised to work in sports nutrition.



Well established in certain regions with potential for global appeal.

SALTED EGG CUSTARD

Humans are hard wired to crave salty and sweet combinations meaning salted egg custard could be a perfect, novel twist to salted caramel!



NEWS & SOCIAL MEDIA

"Our 2022 Flavor of the Year work uncovered the rising trend of culinary tourism and found the perfect embodiment of the trend in salted egg yolk"

- Andrea Ramirez, consumer and customer market insight manager for Torani

HOJICHA

Hojicha is a Japanese green tea which is noted for the fact that it is roasted over charcoal, giving it a distinct roasted / smoky / nutty but sweet and less astringent profile.



PERFECTLY PAIRED



Vanilla



Coffee



Whisky

JAPANESE PLUM

Prunus salicina (Japanese or Chinese plum) is a species of plum which is native to East Asia. These plums are found in a range of applications, but are also commonly eaten as umeboshi – pickled, salted plums.



IN MARKET PRODUCTS



Pickled Ume Plum Soda Liquor Drink (Japan)



Juniper Berry & Ume Plum Cocktail (Japan)



Ume Plum Drink Concentrate (Japan)

RAMUNE

The iconic ramune bottle makes this drink immediately recognizable to consumers. One of the biggest selling points for ramune is its versatility, allowing it to work in combination with hundreds of flavours such as Japanese melon or lychee.

IN THE NEWS

Ramune, the wildly popular Japanese soda, comes in many flavors. But what's the best? We tried 19 to find out.

- Chicago Tribune



DALGONA BISCUITS

In Korean, Dalgona means 'sweet' and refers to a simple honeycomb biscuit. These biscuits are commonplace at children's parties in South Korea where partygoers attempt to carve a shape out of the thin, brittle biscuit without breaking it.

IN MARKET PRODUCTS



Dalgona Snack (South Korea)



Crispy Dalgona Pieces (South Korea)



Dalgona Flavored Milk (South Korea)

JAPANESE MELON

Japanese Melons are a symbol of deliciousness and subtle luxury, and Japan is obsessed with the fruit. So obsessed, in fact, that some can cost up to \$200.

DEMOGRAPHICS ON SOCIAL

Female voice



of Universe posts

80% POSITIVE

Male voice



of Universe posts

84% POSITIVE

Overall positivity



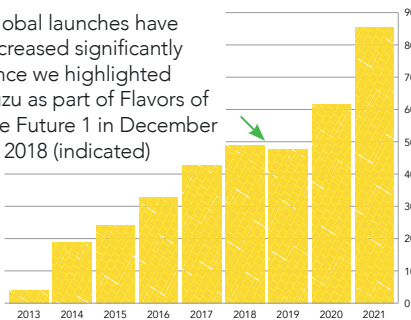
YUZU

The yuzu has a long history of usage, particularly in Japan and Korea where it is used in cooking sauces & dressings as well as in sweet applications.

Today yuzu and yuzu flavoured products are found globally and are enjoyed by consumers seeking out the tart floral profile as an alternative to more established citrus.

GLOBAL LAUNCHES

Global launches have increased significantly since we highlighted yuzu as part of Flavors of the Future 1 in December of 2018 (indicated)



Google Trends - Interest

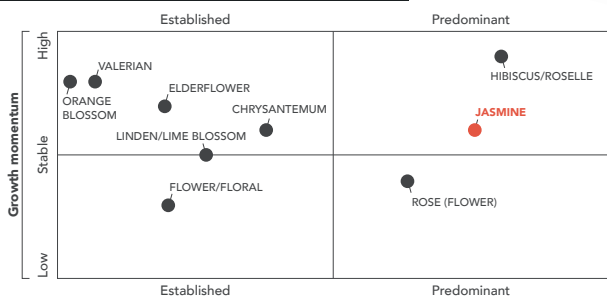


JASMINE

Jasmine is considered a mainstream floral flavor globally, but Asia Pacific alone holds 60% of the launches across F&B over the last 3 years (2022-2019)



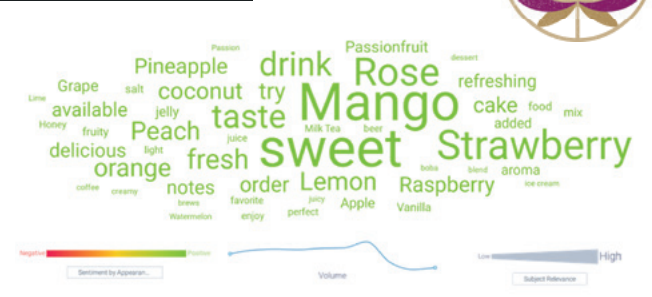
GLOBAL FLORAL FLAVORS IN TEA



LYCHEE

Outside of Asia, lychee were typically only found as a dessert in Chinese restaurants but have recently seen a burst in interest, with consumers seeking out lychee flavoured products such as juices, cocktails or ice creams.

TOPICS ON SOCIAL



EXPLORE MORE EXCITING FLAVORS OF EAST ASIA

Get the full lowdown on our flavor trends for sports nutrition influenced by East Asia.

Email us to discover more, uk.marketing@synergytaste.com

