



# Trend Spotting

## What is the Flavour Forecast®?

The McCormick® Flavour Forecast® is an annual report that identifies emerging food trends and tastes.

The highly anticipated Flavour Forecast report has helped shape the future of flavour. Many restaurants and food companies around the world use the flavours and ingredients from the Flavour Forecast report to create new products and recipe ideas.



## How does McCormick spot food trends?

1. The global team of McCormick chefs, home economists, sensory scientists, dietitians, trend trackers, marketing experts and consumer research experts begin by examining consumer buying behaviour. This involves looking at consumer trends in fashion, health, technology, lifestyle and, of course, food and dining. McCormick then narrows these consumer buying behaviours down to uncover key trends that are specific to the food industry.

2. Once these key food trends have been identified, McCormick investigates flavour combinations to support the trends.

These flavour combinations are determined by a process called 'flavour building'. One main ingredient is selected, and then the team considers what works well with this main ingredient. McCormick looks at appearance, aroma, taste and mouth feel (texture, temperature and moisture) when combining ingredients for each trend.

Creating new flavour combinations requires balancing the traditional with a hint of novelty. It is important that each ingredient in the flavour combination has a purpose.

3. Sensory analysts then become involved to help identify why a flavour combination works and evaluate each combination. These evaluations start to form the descriptions and details behind each flavour combinations and trend.

4. Global culinary and consumer kitchen experts take these flavour combinations and ingredients and develop 'on trend' recipes, formulas and products that best showcase the flavour combinations.