



# Trend spotting

## What is the Flavour Forecast®?

The McCormick® Flavour Forecast® is an annual, signature report that identifies emerging culinary trends and tastes. It has been in existence since 2000.

The highly anticipated Flavour Forecast is on the forefront of shaping the future of flavour and acts as a catalyst for innovation among food manufacturers and foodservice professionals. Nine of the top ten global food companies look to McCormick for the latest flavours.

## How do we spot food trends?

1. Our global team of chefs, consumer kitchen experts, innovation, insight, agency, marketing and consumer research experts gather and begin examining the forces influencing consumer buying behavior. We then narrow these consumer buying behaviors habits to uncover key trends that are specific to the food industry.
2. Once these key food trends have been discussed, we then use a unique idea generation process, whereby we investigate potential flavour combinations which represent food experiences supporting our top trends for the year.
3. Global culinary and consumer kitchen experts then take these flavour combinations and ingredients and develop 'on trend' recipes, formulas and products that best showcase the flavour combinations.
4. Sensory analysts then become involved to help identify why a flavour combination "works" and evaluate each combination. These evaluations then start to form the descriptions and details behind each flavour pairing and trend.

## When do flavour trends become mainstream flavours?





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