



2010 Flavor Fast Facts

**Ethnic Flavor. . .Authentic, Regional, New – Peruvian, Argentinean
Flavor Fusion . . . Give the consumer variety!
Value-Added Flavor. . . Health & Wellness benefits!
Comfort Food w/ a Twist. . . Common Foods with Flair!**

Ethnic Flavor is the #1 Trend in Flavor!

- Nearly \$1 of every \$7 spent on food groceries in the US goes to buy ethnic foods, thus contributing to the \$75 billion dollar ethnic food industry-Retail. (Euromonitor)
- “Ethnic Dishes” are Expected to Grow at +12% over the next Decade. (NPD 2009)
- Consumers want tastes from their travels abroad or seen on TV. . . And they want it to be authentic – real . . . Not just Italian, but Tuscan or Venetian.
- Top Emerging Ethnic Flavors are coming from: Mediterranean, Morocco, Peru, Argentina, Korea.

Flavor Fusion . . . Ethnic and Beyond!

- It was the #1 trend identified by over 1,000 chefs in 2009. It is one of the Top Food trends of the decade according to The Food Channel and 60% of chefs believe it is a hot trend for 2010. (NRA, Food Channel)

Value-Added Flavor. . .Super Fruits, SuperSpices & Mood Food!

- **Super Fruits** will continue in popularity as they provide many health benefits to the consumer. Top US Superfruits: Blueberry, Cranberry, Mango, Pomegranate.
- **Super-Spices** provide bold flavor, but add value to the body with antioxidant and medicinal properties, ie cinnamon, oregano, paprika, ginger.
- **Mood-Foods** will continue to evolve as consumers want help in how they feel!

Comfort Food with a Twist!

- Consumers are looking for flavors that make them feel better and remind them of better times, but they want them to be a little different, more modern, ie macaroni & cheese with gourmet cheeses and bacon.

Ask How Wixon can Develop a Flavor Innovation for you!