



2011 Flavor Fast Facts

**There are many consumer drivers of flavor interest!
Top Macro flavor trends are:
Ethnic Flavor, Health & Wellness Flavor & Flavor Plus!**

Top Drivers of Flavor Interest for Consumers

1. Word of mouth
2. "Saw foods at a store"
3. Media
4. Living in or travelling to US neighborhoods
5. Cookbooks

(Mintel Oxygen 2009)

Top Macro Flavor Trends! (Source: Wixon, Mintel)

1. Ethnic Flavor

- Global BBQ . . . With a focus on street food favorites.
- Mediterranean . . . emphasis on Greek foods.
- Asian . . . Beyond Chinese and Japanese.
- Latin American . . . Go south of Mexico – Peruvian and Argentinean foods.
- Indian . . . Curry, Masala, Spice

2. Health & Wellness Flavor

- Super Fruits
- Super Spices
- "Fresh"
- Coconut
- Chocolate



3. Flavor Plus! Flavors that are marketed:

- Extreme . . . Focus on "heat" and "more of the same", i.e. extreme chocolate.
- Adventurous . . . Its all about a food experience!
- "Take-Me-Away" . . . Energy, Relaxation, Comfort foods.

Ask How Wixon can Develop a Flavor Innovation for you!