

January 2022

Trending Asian Cuisine Flavors - US

“The long history of Chinese food in the US and its resulting ubiquity ensures its role as the most consumed Asian cuisine. Trends have come and gone, but there continues to be room for additional uptake of lesser-known types of Asian food including regional and emerging cuisines. Much of Asian ...

December 2021

Trending Flavors and Ingredients in Alcoholic Beverages - US

“Flavor exploration overall, and especially through bars and restaurants, fell during the pandemic, but is reviving, as on-premise consumption gradually returns. Opportunities are strong to continue to engage consumers online, and with new RTD offerings, as well as with functional and lower-alcohol drinks. Interest in new flavors is strongest with ...

November 2021

Trending Flavors and Ingredients in Protein - US

“Proteins are center of the plate influencers: their flavors drive the side dishes paired around them for nearly half of consumers. And while many agree that flavor in value-added meats is worth the extra cost, the majority of consumers do not. Value-added flavor innovation is a great start to connecting ...