

Hot Flavour & Product Trends for 2017

March/April 2017



Hot Flavour Trends for 2017

Hela Spice wants to keep our customers up to date with global developments in flavour trends. So we collaborated with our global network to ensure that all trends were perused.

The flavour trends that stood out from the rest this year can be broken down into four categories:

- Middle Eastern cuisine
- Heat, tang and fermentation
- Alcohol-food pairing
- Flowers, teas and exotic fruit



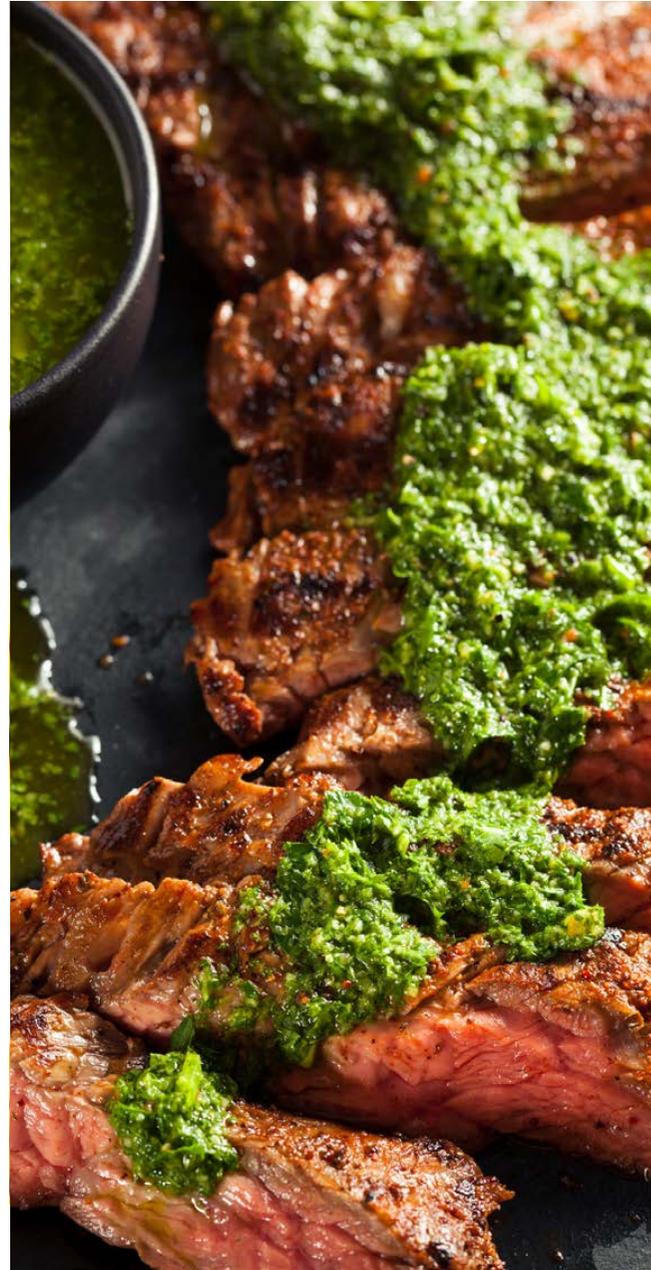
...flavours your world

Middle Eastern Cuisine

One of the top trends in 2017 you should look out for are flavour combinations inspired by the Middle Eastern Cuisine. Dominating earthy and nutty spices such as cumin, cardamom, nutmeg and black pepper facilitate deep flavour profiles and can be applied to a wide variety of products.

Hela Spice has come up with some Middle Eastern inspired product ideas for you:

- Skhug sauce marinated shaved lamb steak served with za'atar flatbread
- Baharat seasoned grilled vegetables and halloumi cheese
- Ras el hanout beef meatballs
- Moroccan style breaded chicken fingers and cucumber yogurt dip
- Harissa seasoned havarti cheese with pomegranate molasses jelly



Heat, Tang and Fermentation

2017 will provide an unforgettable eating experience - polarising flavour profiles of heat paired with tangy, acidulant and even fermented accents. A must for every food lover!

- Spicy fried nduja sausage on whole wheat sourdough toast with poached eggs and arugula
- Pomegranate glazed chicken breast with hatch chilies
- Malaysian style sambal seasoned tortilla chips
- Sweet honey yuzu shrimps with aji amarillo
- Spicy dijon mustard and fig balsamic marinated pork chops
- Kimchi quesadillas with purple carrot
- Spicy black garlic and rice vinegar marinated scallops
- Dragon fruit and peppery smoked strawberry muffins



Alcohol-Food Pairing

Pairing food with alcohol is an ancient method of enhancing taste sensations, creating a unique flavour experience. Alcohol-food pairing is seeing a great revival facilitating new flavour combinations.

- Elderflower prosecco roasted chicken with mint
- Brandied peach pork tenderloin
- Limoncello rosemary and sea salt marinated prawns
- Amber ale mustard marinated chicken wings
- Whiskey yogurt pork chops
- Spiced red wine pear cream cheese, yogurt and dairy dips
- Dark beer smoked gouda
- Rum Saskatoon berry muffins



Flowers, Teas and Exotic Fruits

Another source of culinary excellence is cooking with ingredients such as flowers, teas and exotic fruits. Often seen as only decorative ingredients, flowers, teas and tropical fruits harbour a dazzling array of exotic and floral aromas providing foods with a unique signature.

- Crusty lavender thyme lamb rack with lemon zest
- Moroccan orange blossom flavoured cream cheese
- Black tea bergamot roast beef
- Rose water flavoured pork tenderloin with cardamom
- Orange ginger seared scallops with hibiscus flowers.
- Matcha Hokkaido milk bread



flavours your world

Hot Product Trends for 2017

Hela Spice has reviewed the marketplace and is focusing on a number of the more popular trends. Some of these trends started in 2016 and will continue to grow in 2017. We explored and developed concept products to take best advantage of them.

The products and concepts can be mainly broken down into four categories:

- Crafted or artisanal
- Combination of vegetables and meat
- Locally sourced ingredients
- Foods with healthy advantages



Crafted & Artisan Foods

This trend is completely in line with consumers looking for new taste experiences, exploring different regions' special flavours and new types of eating experiences. Hela Spice has worked with our global partners to develop flavours and concepts that reflect each culture.

Here is a small glimpse of what is available

- Stone oven baked quinoa chipotle bread
- Hawaiian pineapple curry chicken with pink pepper
- Caribbean barbacoa pulled cilantro beef
- North African Shish Taouk chicken
- Amaranth avocado lime chili soup
- Sea salt pureed butternut squash with fennel pollen and maple

Let's work together to explore new sales in this category.



...flavours your world

Combination of Vegetables and Meat

This exciting new trend appeals to a broad range of consumers and food products. At Hela Spice, we have been experimenting with flavours, textures and functionality.

These concepts can lead to new sales!

Explore trends using inspiration from Northern Europe, South East Asia, Central America and the Mediterranean.

- Traditional Swedish potato sausages
- Hot dogs with ½ a daily serving of vegetables
- Korean Kim Chi chicken meat balls
- Puerto Rican Pastele sausages with a pineapple, rice and banana twist
- Greek lamb meat loaf with feta, mint, zucchini and sun dried tomatoes

Hela Spice is constantly developing new products that stimulate the consumer's interest and also their taste buds, using over 100 years of flavour knowledge.



Locally Sourced Ingredients

At Hela Spice, we have been working with this trend as more retailers and consumers are demanding locally sourced ingredients in their food products. This is driven by both cultural and environmental interests.

We are now sourcing many regional ingredients from across resulting in the creation of exciting new products.

How about these ingredient ideas?

- Grains and pulses like flax seeds, oats, lentils, beans, peas, chickpeas and purple corn
- Local craft beers, ciders, wines, whiskeys and different alcohols
- Fruits like sour cherry, rhubarb, pomegranate, cranberry, peach and wild blueberry
- Regional flavours and product specialties such as ice syrup, apple syrup, Saskatoon berries, goose berries,

Hela Spice has developed a wide range of concepts that create flavour systems from sweet to savoury.



...flavours your world

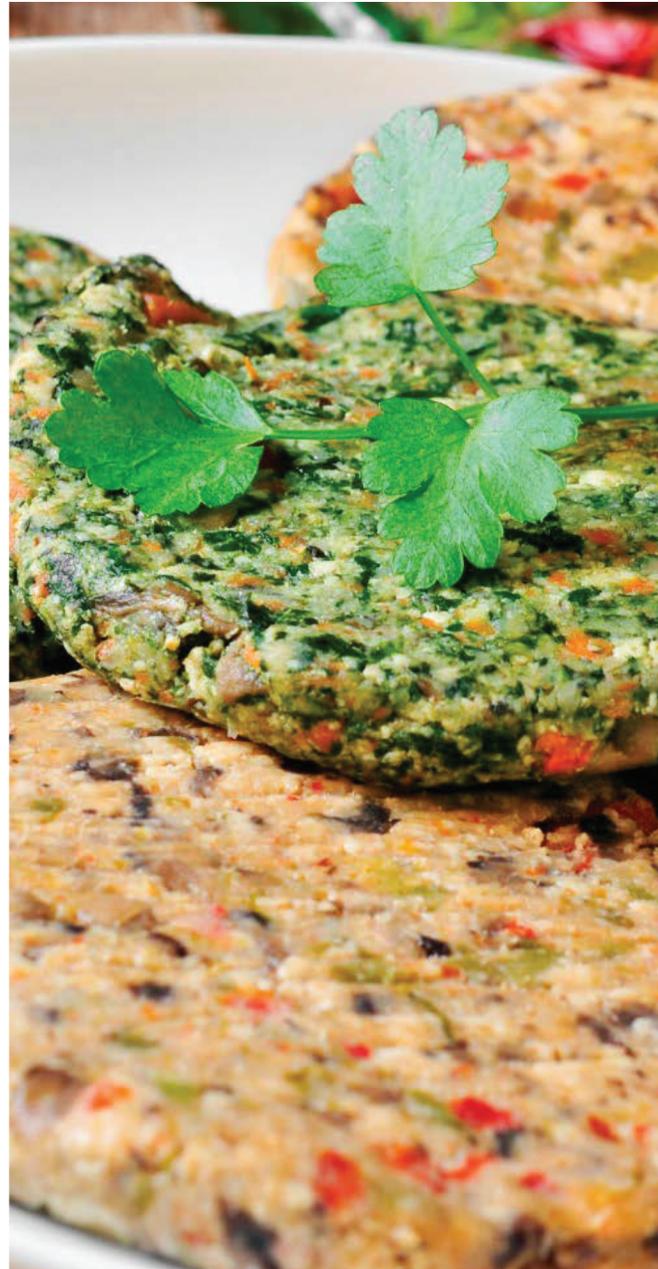
Foods with Healthy Advantages

The ongoing trend shows that consumers are looking for more specialized nutrition in their food choices. This can be achieved through the addition of protein, fibre, nutricosmetics, minerals and vitamins. The R&D Team at Hela Spice is already working on delivering these benefits and ensuring that the products taste great.

Let us help you make products to capture these opportunities:

- Clean label / Natural Label friendly
- Vegetable protein and ancient grains such as amaranth, buckwheat, farro, kamut, cassava, teff, yucca, millet, lentils and purple corn
- Vegetarian or blended meat products
- Gluten free blends, batters and breadings
- Nutricosmetics (vitamin C, carotene, flavonoids and omega 3 fatty acids)
- Reduced sodium, sugar and fat flavoured products

Take advantage of our experience in these areas to assist your company in bringing your products to market expeditiously.



...flavours your world