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### T. H A S E G A W A

### Flavor Trends 2024

In a world where value is paramount and food prices strain consumer budgets, 2024 brings a delicious twist to the culinary landscape.



Get ready to embark on a year-long journey of discovery, indulgence, and satisfaction, as we delve into the trends that will shape our palates in 2024. Familiar and innovative flavors will come together to elevate our gastronomic experiences and entice even the most discerning palates, all while mitigating risk. It's not just about indulgence–2024 brings a renewed focus on healthy aging through precision nutrition, where choices become an investment in vitality and longevity. What awaits in 2024 is a flavorful journey, a promising fusion, and excitement that ignites taste buds around the world.



**TWISTING TRADITION** Twists on classics breathe new life into timeless favorites, keeping excitement alive with minimal risk. Reimagined authentic flavors give consumers the best of both worlds.

**GLOBAL SPICE FUSION** Spicy-sweet flavors draw inspiration from diverse cultures. Combining heat and depth creates a multi-dimensional culinary experience and offers a world of opportunities.

**FLAVORFUL PLAYFULNESS** Layering flavors and textures will set products apart in 2024. This trend adds an element of playfulness and fun to the dining experience, making it more engaging and enjoyable.

**FUNCTIONAL BOLDNESS** Bolder flavor innovations will lead with value-added functionalities and versatility. This caters to the curiosity of consumers looking for multi-dimensional culinary experiences.

**EXPERIENTIAL ADVENTURE** Complex and unexpected flavor innovation will lead to a more experiential consumption journey. Diners will savor each bite as they unravel layers of taste and texture.

**ON-PREMISE EXCITEMENT** Flavor innovation and experiential dining will drive on-premise traffic as diners seek memorable flavor experiences.

**CULTURAL ASSOCIATIONS** Specifying the international or regional cuisine that inspires a new dish will make it more approachable. It will create a connection with familiar tastes and traditions.

**ISLAND ESCAPADES** Island flavors will shine, offering a tropical escape, as consumers look for a slice of paradise in their food and beverages.

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**TRIAL AND TEMPTATION** Limited-time offers (LTOs), deals, and healthier formulas will drive flavor trial, encouraging consumers to expand their culinary horizons.

**NOSTALGIC REIMAGINING** Nostalgic flavors will serve as a base for innovative combinations, evoking a sense of excitement and fond memories.



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## Consumer Trends 2024

Step into 2024, a year of transformation and indulgence, where every bite and sip is a journey. As consumers seek to empower themselves, the food and beverage industry is responding with a rich tapestry of flavors and experiences. Imagine savoring exotic and earthy tastes, reminiscent of faraway places, bringing the world to your palate. Escape to tropical islands through the flavors of 2024, and explore the fusion of global and local tastes (Glocal), all while embracing female connoisseurs who advocate for culinary mastery.



From spicy-sweet global flavors to playful layers of taste, this culinary adventure will redefine how we experience food. The "complex spicy" will offer an adventure of both heat and depth. Authentic flavors, reimagined and refreshed, blend tradition with invention, ensuring every bite is a genuine delight.

Expect 2024 to be a return to comfort, with familiar dishes providing a warm embrace in the hustle and bustle of life. Keep in mind that the pleasure of savoring food and drinks is all about the experiences they offer and amazing taste they bring to our mouths.		
	1	<b>EMPOWERING EXPERIENCES</b> Consumers in 2024 desire to feel good and be heard and seen in their choices, driving a quest for more personalized experiences.
	2	<b>EXOTIC AND EARTHY PALATES</b> The year 2024 will see a strong yearning for the extraordinary, with consumers seeking out exotic and earthy flavors that transport them to far-off places with every bite.
	3	<b>RETURN TO COMFORT</b> Comfort foods will take center stage, providing a sense of nostalgia and familiarity as a respite from the fast-paced world.
	4	<b>GLOCAL ADVENTURES</b> The fusion of global and local culinary elements (Glocal) will bring diverse tastes closer to home, promoting cultural exploration and cross-cultural fusion.
	5	<b>FEMALE CONNOISSEURS</b> Women will take the lead in the food and beverage consumerism, shaping trends and setting new standards for quality and innovation.
	6	<b>HEALTHY AGING THROUGH PRECISION NUTRITION</b> The focus on healthy aging will intensify, with precision nutrition offering tailored dietary choices to promote vitality and longevity.
	7	<b>POSITIVE PERSPECTIVES</b> A positive outlook will drive consumers' choices, leading to a greater emphasis on products and flavors that promote well-being and mental health.
	8	<b>QUALITY MATTERS</b> Elevating the quality of ingredients will add depth to products without complicating consumer desires. The focus will be on creating rich, satisfying tastes while keeping the process simple.
	9	<b>VISIBILITY IS KEY</b> Trending flavors must be accessible and visible to gain consumer interest. This means engaging with trusted sources and leveraging the power of social media to rapidly share global culinary trends.
1	0	<b>HEALTH AND PREMIUM FUSION</b> The union of health and premium is inevitable, with naturally flavored, recognizable ingredients, and highlighting functional benefits to intrigue consumers.
1	1	<b>CLEAR COMMUNICATION</b> Brands venturing into less familiar flavor profiles will provide clear communi- cation, educating consumers, setting expectations, and including comparisons to ease their exploration.

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## Ingredient Trends 2024

The food and beverage industry is witnessing a dynamic shift in consumer preferences. The top trends that are set to reshape the industry in 2024 focus on ingredients that offer health-conscious choices, affordability, and nutritional quality. Incorporating these trending ingredients into CPG products will align with consumers and allow companies to stay at the forefront of the industry.

**ECONOMICAL NUTRIENT-RICH INGREDIENTS** Exploring affordable ingredients that provide essential nutrients.

2 **INGREDIENTS FOR SUSTAINED FULLNESS** Ingredients that promote prolonged satiety and reduce hunger.

**PREMIUM NUTRITIONAL INGREDIENTS** Highlighting ingredients with exceptional nutritional value.

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HEALTH-CONSCIOUS INGREDIENTS Ingredients that align with better-for-us, health-focused choices.





align with consumer demands for better-for-you options.

and confectionery.

bold and savory flavors.

### Ube:Flavor Trend of the Year 2024

Every year, the culinary world eagerly anticipates the emergence of new flavor trends that make their way into food and beverages. T.Hasegawa is pleased to announce that ube will be taking center stage as the featured flavor of the year for 2024. This vibrant and unique purple yam, native to Southeast Asia, has been making waves in the culinary world and it's easy to see why.

#### WHAT IS UBE?

Ube, pronounced "oo-beh," is a tuberous root vegetable known scientifically as Dioscorea alata. It hails from the Philippines but has gained international recognition for its exquisite purple hue and distinctive flavor. The rich violet or lavender color of ube is entirely natural and contributes to its appeal as a food ingredient and flavoring.

#### **UBE'S FLAVOR PROFILE**

Ube offers a unique combination of flavors that can be described as nutty, sweet, and mildly earthy. Its natural sweetness makes it an excellent choice for a variety of applications, from desserts to savory dishes and beverages. The subtle earthiness and nuttiness of ube create a well-rounded flavor profile that is both comforting and intriguing.



#### VERSATILITY IN CULINARY APPLICATIONS



One of the key reasons for the surge in ube's popularity is its versatility

in the kitchen. Ube can be used in a wide range of food and beverage preparations, making it a chef's dream ingredient.

**DESSERTS** Ube can be transformed into a velvety and creamy ube ice cream, ube halaya (a sweet purple yam jam), ube cake, and even ube doughnuts. Its natural sweetness and captivating color make it a standout ingredient for creating visually stunning and delicious treats.

**BEVERAGES** Ube's popularity has extended to the beverage industry, where you can find ube lattes, ube milkshakes, and ube bubble tea. The addition of ube to beverages not only imparts a delightful purple hue but also infuses a unique flavor that's hard to resist.

**SAVORY DISHES** Ube has started to appear in savory dishes too. It can be incorporated into recipes for purple mashed potatoes, ube gnocchi, and ube-flavored sauces, adding an unexpected twist to traditional dishes.

#### **EXCITING FEATURES AND BENEFITS OF UBE**

**NATURAL AND VIBRANT COLOR** Ube's stunning purple color is entirely natural, making it an attractive choice for those who appreciate all-natural ingredients.

**NUTRIENT-RICH** A good source of vitamins, minerals, and dietary fiber, ube contains essential nutrients like vitamin C, potassium, and antioxidants that promote overall well-being.

VISUALLY STUNNING The vibrant purple hue is ideal for creating Instagram-worthy dishes and beverages that stand out on social media and in restaurants.

**GLOBAL APPEAL** Transcending its Southeast Asian origins, ube has captured the hearts of food enthusiasts worldwide. Unique flavor and appearance resonate with people from diverse cultural backgrounds.

Embrace the purple trend and savor the magic of ube in your next culinary adventure.



**GROWTH OF OTHER POPULAR FLAVORS** Increase from 2019-2022

CHERRY PEPPER<sup>700%</sup> MATCHA 81% WHITE TRUFFLE<sup>90%</sup> MAPLE<sup>480%</sup> KEY LIME 57% SALTED CARAMEL<sup>219%</sup> SWEET CHILI 63% SCHUG<sup>89%</sup> ANCHO CHILI PEPPER<sup>183%</sup> CILANTRO<sup>88%</sup> FURIKAKE<sup>159%</sup> CALABRIAN CHILI 30% LAVENDER<sup>122%</sup>

#### **NOVEL AND EMERGING FLAVORS**

APRICOT BLACKBERRY BLACKCURRANT BLOOD ORANGE CHAMOY CHIMICHURRI CURRY DATE DRAGONFRUIT ELDERFLOWER GOCHUJANG GUAVA HIBISCUS KIMCHI LEMONGRASS MASALA MELON ORANGE BLOSSOM PEAR PINEAPPLE PISTACHIO TAHINI TAMARIND TART CHERRY YUZU



WE MAKE LIFE TASTE BETTER™

Whether you found a trend interesting, a brand new idea was initiated or are ready to build off of an existing formulation, our team is ready to collaborate and create a custom solution to meet your need. Give us a call and take your product to the next level of flavor.



Maskers Blockers Enhancers Boosters We develop customized modifier formulations to enhance sweetness, reduce salt, enrich umami, augment mouthfeel, block bitterness, or mask off-notes.

BOOSTRACT EmulsiTRACT HASEAROMA ChefAroma

#### **DEVELOPMENT CAPABILITIES**

LIQUID FLAVORS: Oil Soluble Water Soluble Reaction Emulsion Extract POWDER FLAVORS: Plated Spray-dried Vacuum-dried PASTE FLAVORS: Encapsulates Suspensions Viscous Solutions Thermal Processing

#### **AVAILABLE IN**

Organic Natural Gluten Free Vegan Kosher Halal Non-GMO Clean-Label Cost Reduction Retail Compliant Natural & Artificial Blends

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