

INSPIRE

# The Ottens Observer

**IFF** | *Ottens  
Flavors*

# 2017 Flavor Trend Predictions

*From observing external trends, to keeping the pulse of our everyday business, IFF -Ottens Flavors continues to innovate based on the ever changing marketplace. Consumers are increasingly thinking out of the box in food and drink. Below are our predictions, based on observations and market trends, that we foresee in the coming year.*

*This year we have observed several trends in both food and beverage. Nostalgic flavors are popular with millennials and growing with other generations. Flavors like s'mores, butterscotch and birthday cake are hot on the list. Staple flavors like chicken and beef are getting a twist through new ethnic trends hitting the market. We are seeing Moroccan, Filipino, and Canadian flavor influences, as well.*

## **COFFEE**

Consumers are embracing the bolder and bitter profile of roasted coffee. Favoring dark roast, cold brews and rich espresso beverages. We have seen increased interest in mocha flavor for a variety of applications. Keep an eye out for coffee as it continues to move into other food and beverage categories.

## **BUTTERSCOTCH**

Think of butterscotch as the new caramel! Traditionally seen as a classic flavor for past generations, millennials are repositioning it as a trendy flavor in unique applications like craft beers and malts.

## **MOROCCAN SPICE**

Moroccan cuisine has been gaining popularity and featured on trendy menus. Moroccan Spice is a blend of sweet and savory flavors such as cinnamon, cumin, ginger, coriander, allspice, clove and cayenne. This amazing ethnic flavor works great in sweet and savory applications, like baked goods, chocolate and hummus.

## **FIG**

A superfruit that packs a punch! Fig is showing up in a lot of new applications thanks to consumers embracing Mediterranean flavors. Fig offers a sweet fruity profile with an exotic twist, like honey fig yogurt, fig pomegranate shrub and fig vinaigrette.

## **CHICKEN**

Chicken may sound like old news, but consumers are finding ways to liven it up through different ethnic cuisines— lemongrass chicken, chicken tikka masala, Korean BBQ chicken, and much more. Also chicken consumption has increased as consumer move away from red meats for health and environmental concerns. Look for new ways to spice up your chicken dish!

## **SUGAR PIE**

Stealing some flavor inspiration from our neighbors up north, Sugar pie is the perfect blend of caramelized sugar and butter. Featuring warm brown sugar notes and creamy butter, this flavor works great in baked applications and provides warm background notes.

## **SHISHITO**

Move over Jalapeño - Shishito is the pepper of the year! Shishito is a sweet pepper from Eastern Asian, where only one out of every ten peppers is spicy, so all the flavor without the heat! Works great in jerky, sauces and coating for chicken and appetizers.

## **UBE YAM**

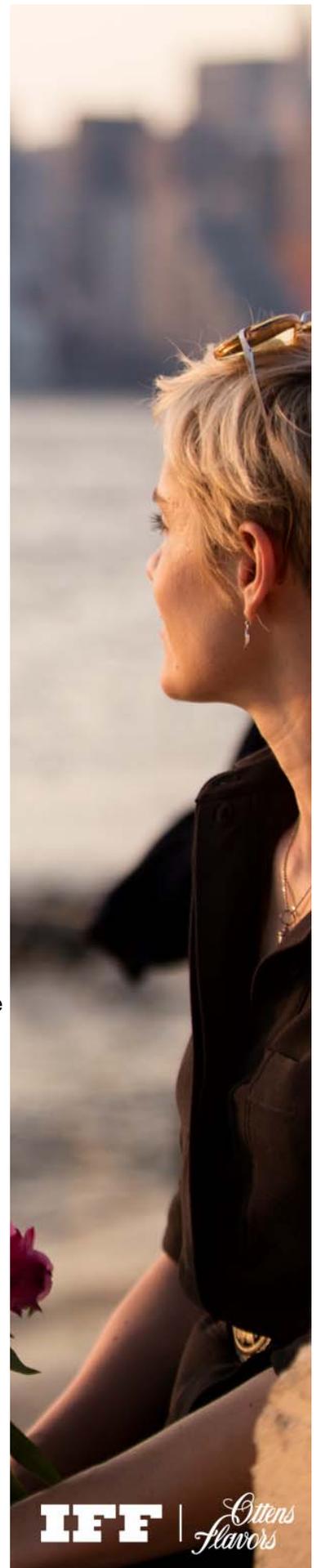
Ube yams, or purple potatoes are sweet in nature similar to a sweet potato. Popular in Filipino cuisine, the vegetable is used to make everything from cakes, cheese-cakes, ice cream and flan. It's also a staple in halo-halo, a popular Filipino treat of shaved ice, evaporated milk and toppings like ube, tapioca and plantains.

## **CURRANT**

Currant is a cousin of the popular grape flavor, which has grown in recent years in the alcohol segment. Currant adds a nice fruity profile to a variety of applications. It's a great substitute for dates, prunes and raisins, and pairs well with almond, cherry, pear, cream and raspberry flavors.

## **AVOCADO**

Desired by many for its rich, creamy, fatty profile, avocados are a favorite. Traditionally seen as a garnish for savory dips and dishes, avocado has made its way into other applications, like yogurt, ice cream, and even breakfast— spread on toast and waffles!



# Soup Sipping Season has Arrived!

Soup season has officially started. The chill outside brings sweaters and soup pots back out, and there is arguably nothing more comforting than a big vat of soup simmering on the stove. Simple or complicated, creamy or spicy, you just can't go wrong with soup in the winter!

Soup not only offers warmth in cold months, but a lot of health benefits including fiber, protein and good fats to keep you fuller longer. It can also be an indulgent treat with cream-based soups paired with loads of cheese and potatoes.

In both the U.S. and Canada, wet soup dominates sales accounting for about 90% of sales, while dry soup is much less popular at just 10% of sales. Flavor is also a strong driving factor for consumers, often ahead of nutritional considerations. The top ingredient utilized in soups on menus is chicken, onion, tomato, cheese, pasta/noodle, broccoli and tortillas. Some of the fastest growing ingredients are bean sprouts, sea salt, lime and fennel. We are also seeing ethnic inspired soups on menus such as Thai/Thai Curry, Pad Thai, Japanese, Korean BBQ and Vietnamese Pho.

While new innovations continue to launch, chicken based soups are still the most popular! IFF- Ottens has an extensive line of chicken flavors formulated specially for broth and cream based soups!

(Technomic, 2016) (Food Business News, 2016)

## SWEET TREAT TRENDS

### Top Desserts on Menus

- Chocolate Cake
- Fruit Pies
- Ice Cream
- Milkshake
- Brownie



(Technomic, 2016)

### Fastest Growing Desserts on Menus

- Chocolate Cookies
- Churro
- Macaroon
- Peanut Butter Cookie
- Meringue



### Seasonal Flavor Suggestions



Mixed Berry  
Key Lime  
Strawberry Cream  
Chocolate Cherry  
Butterscotch  
Toasted Coconut  
Marshmallow



Citrus Berry  
S'mores  
PB&J  
Banana Cream  
Watermelon  
Mango  
Birthday Cake



Maple  
Cinnamon  
Pecan Pralines  
Pumpkin  
Sweet Potato  
Apple  
Caramel



Mocha Mint  
Cranberry Orange  
Sugar Cookie  
Gingerbread  
Toffee  
Crème Brulee  
Egg Nog

**29%** of American

consumers would be *interested* in purchasing, or purchasing more, **WHOLEGRAIN** items from an *in-store bakery*

(Mintel GNPD, 2016)

*Rum, Bourbon, Butterscotch, Toffee & Pistachio*

are GROWING flavors for desserts on menus

(Technomic, 2016)



When it comes to prepared cakes and pies individual portions appeal to **20-25%** of consumers

Greater availability of *individual portions*

could also encourage consumers to purchase MORE cakes, pastries and sweet goods.

With OVER

1 million tonnes



sold in 2015, the US is the *largest* market in the WORLD for *sweet*

CARAMEL is the fastest growing *baked good* flavor, likely mirroring the *salted caramel* trend!

(Technomic, 2016)



# Holiday Happenings at IFF– Ottens

## ***THE GIVING TREE***

IFF-Ottens Flavors continues to give back to our community this season with our Giving Tree. This year we partnered with the Head Start Program in Highstown, NJ. Employees selected an ornament and purchased a gift for that child. All gifts will be given out next week before the holiday!

## ***HOLIDAY TEAM BUILDING ACTIVITY***

Two weeks ago, we held a “Painting *without* the Twist,” here at IFF-Ottens. employees were given small canvases to create masterpieces of their choice. The canvases were made into ornaments and displayed on the tree in our lobby!



## **Flavor of the Month**

### ***Mocha Flavor***

Hot beverage flavors are popular during the winter months, and we think mocha is the next big winter flavor. Bold coffee, creamy milk and rich chocolate notes create the perfect blend.

Mocha works in a variety of applications - yogurt, ice cream, bars, baked goods, beverages, cocktails and more. It works great in combination with other flavors such as mint, peppermint, raspberry, coconut, caramel and white chocolate. Give IFF-Ottens' mocha flavor a try in your next seasonal, or year-around, treat!