

INSPIRE

The Ottens Observer

IFF | *Ottens
Flavors*

Street Food, the hot new restaurant

Did you know that street food is consumed by 2.5 billion people worldwide each day? Street food appeals to many people due to its 'authentic' vibe. In many countries street food is considerably better than the restaurant food, possibly due to the fast turnaround time and low cost.

Food trucks and street vendors selling delicious edibles is a fast-growing movement in the United States. Being a nation of diverse cultures, it should come as no surprise that some of the ultimate street foods come from abroad. Arepas are becoming quite popular throughout the United States, with several food trucks popping up around the country specializing in this Venezuelan delicacy. A flatbread made with ground corn, split open and stuffed with a variety of delicious ingredients from meats to cheeses to vegetables.

The renowned Belgian street food, waffles, are also a



popular American choice when grabbing something fast from street vendors. There are different varieties, such as American, which uses baking powder; Belgian, which relies on yeast; and Liège, which is sweetened with pearl sugar. With so many toppings from sweet edibles to savory options, the combinations are endless.

Crepes, the popular French street food, have become a hit in the US, with many restaurants and food trucks now specializing in this tasty treat. They can be very simple, with butter and sugar, or filled with a host of sweet and savory ingredients from Nutella and bananas to chicken, spinach and cheese. Some of the top rated crepes trucks can be found in southern California.

A survey conducted by Santa Maria, a world leading spice and ingredient provider, found that 50% of consumers are buying street food at least once a week, mostly for lunch. Consumers like the flavors and ingredients in street food. Eighty percent of respondents liked the adventurous flavors and spices and 68% said that street food has introduced them to new flavors. The top five most popular street food cuisines are Mexican, Chinese, Thai, Indian and British. Some of the most popular items featured include burrito, dosa, hot dogs, pretzels, burgers, pulled pork, falafel, gyros, milkshakes, cupcakes and of course, tacos!



Innovation in Ice Cream

I scream, you scream, we all scream for ICE CREAM! And with innovative flavors and crazy toppings on the market, it's no surprise that everyone wants a spoon to dig in! We have seen a ton of innovation in non-dairy desserts utilizing coconut, soy and almond ice cream, featuring super indulgent flavors like chocolate fudge brownie, salted caramel, butter pecan and snickerdoodle.

New York City, the trend capital of the world, offers an array of new ice cream innovations! Such as Thai Rolled Ice Cream. The process takes about two minutes, a cup of flavored milk-based liquid is poured on to an extremely cold metal circle that looks like a big pizza pan. As the base freezes, it's manipulated with little paddles and then spread out across the big circle. Once the ice cream evenly covers the circle, the staff pushes a spatula across it and turns strips of it into rolls. The rolls are packed into a cup, then topped with sweets such as toasted marshmallow, gummy bears, coconut and of course, hot fudge.

Morgenstern's Finest Ice Cream in NYC, is known for their unique list of flavors offered throughout the year –]sweet potato mello caramel, lemon espresso, balsamic strawberry, raw milk, green tea pistachio, sunflower seed, durian and of course Black Ice (ash from burnt coconut shell).

We are also seeing savory flavors featured in ice cream applications. The Milk Cult in Washington DC, features the Bangkok Brothel, made with coconut milk, Thai basil, cilantro, lemon zest and chili pepper- it's refreshing and vegan. San Francisco's well known Humphry Slocombe, recently brought back their jalapeno cornbread ice cream and bacon ice cream sandwich. We are also seeing smaller craft retail brands featuring savory flavors like sriracha, ginger lemon and avocado.

We look forward to taste new ice cream creations in 2017 like fried ice cream, boozy pints, ice cream sandwiches and frozen dessert pizzas!



Riced, diced and spiralized - the new trend in Veggies!

As we welcome 2017, we see new healthy eating trends hit the market as everyone attempts to stick to their new year's resolutions. This year, we are finding that riced and spiralized veggies are officially mainstream and no longer just for clean eating enthusiasts. More grown-ups are swapping carbs for veggies, like replacing pasta with spiralized zucchini.

These nutrient-rich pasta-imposters are a tremendous way to eat more vegetables – and, of course, they can help you cut down on calories and refined grains. Some of the best vegetables to turn into noodles are butternut squash, carrots, turnips, beets and zucchini – known as zoodles. Top with marinara or pesto sauce, make an Asian-inspired noodle bowl or use as a base for a salad or casserole.

Beyond home recipes and retail products, a new meal delivery service is tapping into this trend. Hungryroot, offers an array of healthy and vegan meals featuring zoodles, riced cauliflower and beans delivered to your door. Dishes like carrot noodles with tangy sriracha peanut sauce or cauliflower rice with Moroccan almond curry - Sounds delicious!



(Hungry Root, 2016) (Seattle Times, 2016) (US News Health, 2016)



Flavor of the Month

Coffee Flavor

We all love coffee...and coffee flavored products! IFF-Ottens' Coffee flavors features rich roasted notes and just a hint of bitterness. Creating the perfect profile for any creation—whether to enhance an iced coffee beverage, a syrup to drizzle on ice cream, or bake into a mocha brownie.

Consumers are embracing the bolder and bitter profile of roasted coffee, favoring dark roast, cold brews and rich espresso beverages. Keep an eye out for coffee as it continues to move into other food and beverage categories such as yogurt, candy, bars, cocktails and baked goods.

