

Flavour Forecast

2024

With today's consumer increasingly adventurous and experimenting with new and unique ingredients, what are the five flavour trends that will dominate social celebrations this summer and beyond?

UMAMI UNIVERSE, SPICY SPARK, TROPICAL TAKEOVER, TREATING TEMPTATION, BLOOM HARVEST

Umami Universe

Often confused as a single ingredient, Umami is a diverse flavour trend known to many as the fifth taste sensation. Its savoury notes not only enhance traditional flavour profiles, they reflect society's growing curiosity to discover experiences, traditions, and flavours of different cultures.

Conversations about **Turmeric** have grown in the UK (+79%), with consumers increasingly utilising its health and flavour benefits in cocktails including Margaritas.

The **Parmesan Espresso Martini** has become a viral hit in the US (+12%), shifting from a TikTok fad to becoming part of the Starbucks Reserve menu.

The Umami trend is particularly popular in the US, with conversations increasing about the Korean paste **Gochujang** (+55%) and other Asian flavours like **Seaweed** (+53%) and **Tahini** (+45%).

The rise of Korean culture, exemplified by K-Pop's export value and 'Squid Game' being Netflix's most-watched show ever, highlights that consumers are seeking experiences that go beyond regular life, often inspired by diverse cultural traditions. This trend isn't exclusive to Korea; the growing interest in Indian and Japanese lifestyle reflects society's increasing curiosity in 'Unique Products and Experiences' (Distilled, +63.6%*) linked to Asian culture, so it's no coincidence that local Umami flavours like Gochujang and Tahini are also booming.

This summer, try...

TOMATO MARTINI

INGREDIENTS:
50 ml Chase Gin
15ml Tomato liqueur
20ml clarified tomato water (if not, tomato juice)
Dash saline (if not, a pinch of salt mixed into hot water)



Spicy Spark

Spicy flavours are making a bold statement around the world, turning up the heat in the cocktail and spirits scene. With the likes of jalapeño proving popular for consumers who are seeking greater excitement, this intense flavour experience reflects a shift towards complex, flavour-forward profiles.

Jalapeño has become a powerhouse ingredient in the world of cocktails, with social chatter about it growing in the UK (+32%), Canada (+27%), and the US (+25%).

Habanero, Aji Amarillo, and other Latin-inspired flavours are popular infusions for bartenders, with Italian chilli **Pepperoncini** experiencing a 53% growth in conversations in Australia.

Chilli is also a popular flavour enjoyed in various ways, with it the third fastest-growing flavour in the US (+36%).

With 15%* of global consumers searching for greater excitement when socialising, they are incorporating vibrant cultures, like Mexican, into their daily lives. With **Latin and Tex-Mex** overtaking Italian as America's go-to food order and La Catrina dominating global Halloween celebrations, it is no surprise that spicy, Mexican ingredients like Jalapeño and Chipotle have also exploded in popularity, with Waitrose reporting that 44% of shoppers now use hot sauces with everyday meals.

This summer, try...

SMIRNOFF SPICY TAMARIND MANGORITA

INGREDIENTS:
50ml Smirnoff Spicy Tamarind
25ml Lime Juice
15ml Spicy Mango Syrup (Monin, or any tropical syrup)
2 dashes bitters



Tropical Takeover

Fuelled by the joy they bring, society's search for more adventurous and exotic experiences is causing a resurgence in tropical-based food and beverages. The rise of social media has exposed more people to unique ingredients like tamarind and guava, sparking curiosity and a desire to experiment.

Tamarind, a tropical fruit native to Africa, and other exotic flavours are stealing the cocktail spotlight, with conversations about tamarind up in the US (+50%), UK (+27%), and Brazil (+24%).

Guava is having a moment in the UK, with conversations about it up 18% as people incorporate it in juices, eat it dried as a snack, and enjoy it in cocktails.

Despite **Passionfruit's** long-term popularity, consumers are increasingly discussing its favourability in China (+14%) and Thailand (+25%).

Sparked by the pandemic and lockdown frustrations, society is yearning to make up for missed adventures, with almost a third of Brits aged 18-35 seeking activities like safaris and island hopping when travelling according to **YouGov**. Tropical flavours deliver bursts of excitement that are hard to resist, with fruits like guava, passionfruit, and pineapple also aligning with consumers' increasing focus on health benefits.

This summer, try...

GUAVA PALOMA

INGREDIENTS:
100ml Fever-Tree Soda water
50ml Don Julio Blanco
30ml Guava Juice
15ml Lime juice
Garnish: lime wedge, mint sprig



Treating Temptation

New textures and innovative methods are transforming stereotypical 'treating flavours' into multi-layered experiences. And as our fast-paced world changes society's definition of 'wellbeing', consumer desires for indulgent moments have grown in popularity, with treat-based drinks becoming increasingly popular.

Conversations in the US about treating flavours have grown 5x in the last two years, with it also popular in China (+40%) and Thailand (+32%).

Coffee-based cocktails are globally in demand (+12% in the UK), with global conversations about the Latin-inspired **Carajillo** up 118% and the **frozen Espresso Martini** up 37% in Australia.

Other globally-favoured ingredients include **Hazelnut** (+91%), **Nutmeg** (+78%), **Walnut** (+50%) and **Cocoa** (+18%).

63%* of global consumers state that enjoying life's little pleasures has become more important, with consumers choosing to savour moments at a slower pace. Indulgent, treat-focused beverages like the Espresso Martini and Affogato, dubbed 'Fashion's Favourite Dessert' by Vogue, are gaining momentum, and even starting to replace traditional desserts - expect to see these become a staple part of celebrations.

This summer, try...

MR BLACK AFFOGATO

INGREDIENTS:
50ml Mr Black
Vanilla ice cream



Bloom Harvest

Like they are doing in the world of fashion and food, floral and natural infusions such as elderflower and rhubarb are set to dominate spirit flavours and cocktail mixology, a trend assisted by the desire of a more sustainable consumer for more locally sourced ingredients.

Elderflower has become a popular ingredient in the world of beverages, consumers in the UK are actively infusing it with gin and conversations about it are up 67% in France.

Rhubarb is gaining momentum in Canada (+36%), Brazil (+23%), and the UK (+7%), with it a useful addition in both sweet or savoury food and drink.

Hibiscus is also the fifth fastest emerging trend in Thailand (+90), with it also popular in Mexico (+49%), the US (+15%), and the UK (+14%).

We've become a society obsessed with incorporating nature into everyday life, the 2024 Met Gala theme was 'The Garden of Time', and in the UK, there's a long waiting list for allotments and a 172% increase in searches for 'how to forage'. This is because consumers are increasingly searching for 'Betterment Brands' (Distilled, +44%*), with global conversations regarding locally sourced ingredients up 44%* as society searches for goods that reflect their sustainable values.

This summer, try...

WOODRUFF COLLINS

INGREDIENTS:
50ml Seedlip Garden
15ml Woodruff syrup
Verjus (if not, try 20ml lime juice)
Top Soda
Highball, floral garnish

