



SYNERGY™
INSPIRING TASTE™

**2021 FLAVOUR
TRENDS**



A journey of discovery

So, what's next?

Which trends are set to shape the winning flavours of tomorrow? How do we separate the fleeting from the enduring? What will make my products stand out? These are among our favourite conversations.

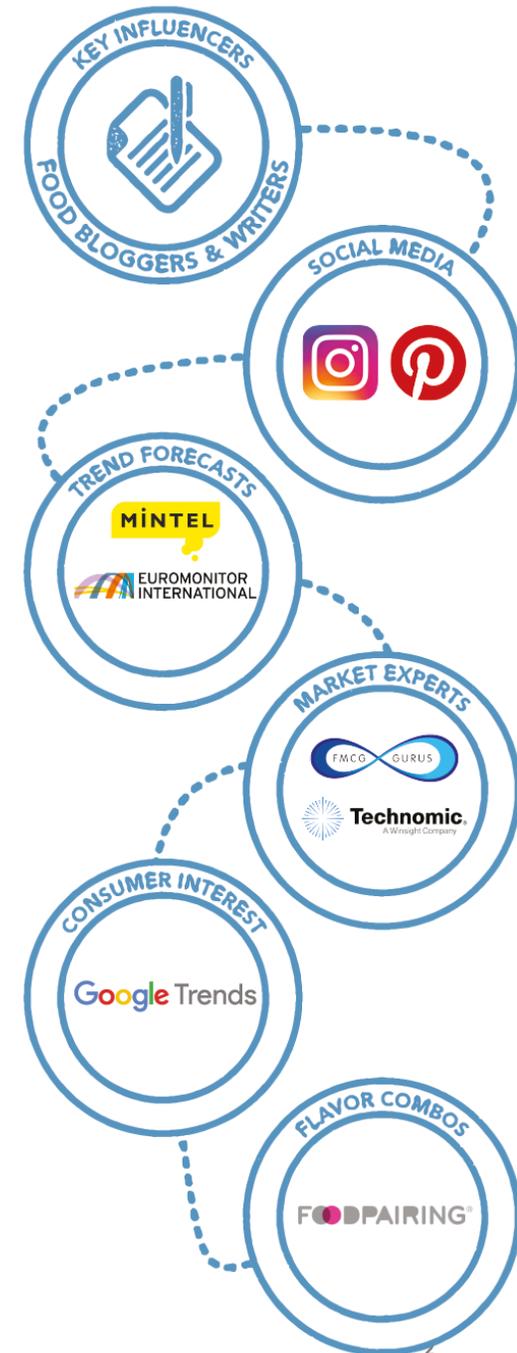
So, we set out to devise our hot list of the rising stars of flavour. Our journey of discovery begins with the flavour zeitgeist, harvesting ideas and inspiration from influential bloggers, food writers and futurologists. Then we benchmarked with real data such as product launches and global search trends.

Finally, our experts in flavour assessed and refined to create our hot list; only those that they felt had true potential in the market making the final cut.

Authors

Lead Author: Sarah Kelly

Contributors: Natalie Drake, Vicky Berry, Chris Whiting



CHERRY BLOSSOM



WHITE TEA



TOASTED SESAME



MASCARPONE



CHARGRILL





Cherry Blossom

Cherry Blossom or 'Sakura' mark the start of spring in Japan, which in ancient times was a sign for farmers to plant their rice crops, viewings and celebrations of their beauty date back to 794 and today people flock to these celebrations and park picnics every year.

Source: BBC Report

Cherry Blossom

MOST POPULAR APPLICATIONS

GLOBAL PRODUCT LAUNCHES BY CATEGORY



Bakery
24%

Source: Mintel GNPD



Alcoholic
Beverages
9%



Hot
Beverages
9%

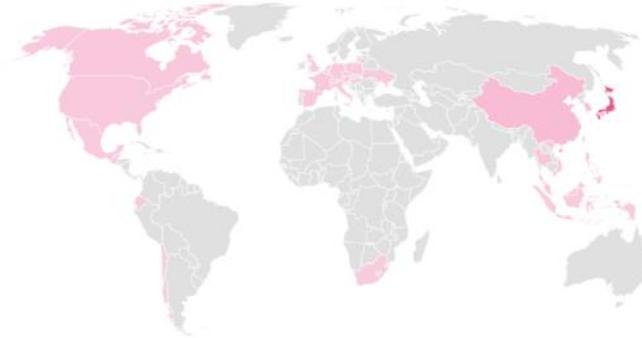


Chocolate
confectionery
7%



Snacks
7%

LAUNCHES BY REGION



Source: Mintel GNPD

PERFECTLY PAIRED

FLAVOR PAIRINGS BACKED BY SCIENCE

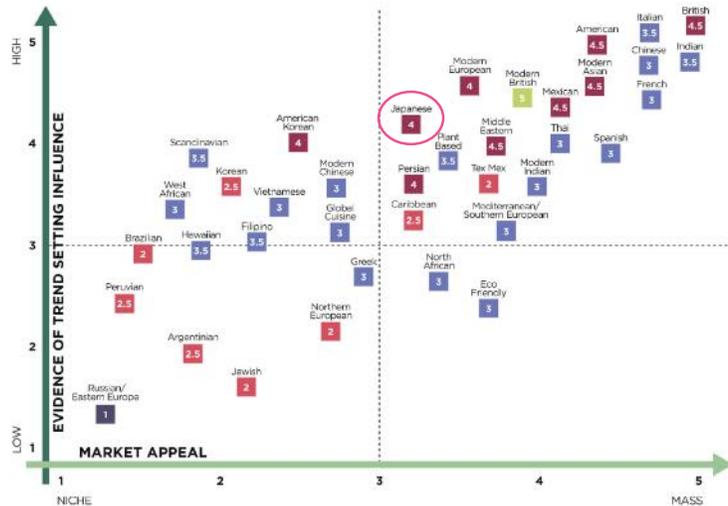


Dark Chocolate

Raspberry

White tea

Japanese flavours set for mainstream



TOKYO 2020



IN MARKET PRODUCTS



Cherry Blossom and
Sake KitKats
(Japan)



MyProtein, Cherry Blossom Milk
Tea flavoured impact whey
protein (UK)



Kokoro, Cherry
Blossom Gin Liquor
(UK)

Source: Mintel GNPD

WE SAY: Japan was already named one of the world's fastest growing tourist destinations last decade. Coupled with 2019's rugby world cup and the 2020 Olympics, the spotlight is well and truly on Japan. This means we expect to see flavour profiles from the region continue to trend in the aftermath of this activity. Cherry blossom particularly has excellent potential. It is one of the most iconic flavours from Japan, and will feature heavily at the Tokyo Paralympics where one of the mascots (Someity) is named after cherry blossom!



Trending
flavours

Source: Thefoodpeople.com



White Tea

White tea is made from the same leaves as black but are dried immediately to prevent oxidising, allowing for the fragrant flavour to develop



White Tea

MOST POPULAR APPLICATIONS

GLOBAL PRODUCT LAUNCHES BY CATEGORY



'Other Beverages'
26 %

Source: Mintel GNPD



Sports &
Energy Drinks
21%



Dairy
16%



Water
10%



Soft Drinks
10%

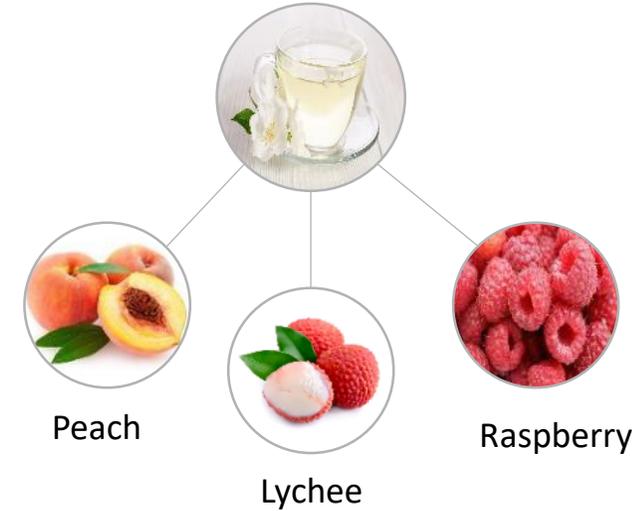
LAUNCHES BY REGION



Source: Mintel GNPD

PERFECTLY PAIRED

FLAVOR PAIRINGS BACKED BY SCIENCE



New time for tea?

White tea has been making an appearance across 'spirit free' and alcoholic cocktails alike.



White Tea rose kombucha with gin
(Tour de Tea UK)

Source: Mintel GNPD



White Ginseng Tea, hibiscus citrus syrup, lemon and aquafaba
(Young American, Chicago)

IN MARKET PRODUCTS



Hartley's White Tea & Peach Jelly
(UK)



Evian White Tea & Peach and white tea & Mint infused waters
(France)



Zeroh! Ice Pops, Raspberry & White tea and Lemon & Guava
(Norway)

Source: Mintel GNPD

WE SAY: White tea's delicate floral profile is perfectly suited to the growing market for tea flavoured products, launches of Tea flavoured products have almost doubled in the past five years, with most of that growth in other beverages, desserts & ice cream (Mintel GNPD) .



Trending
flavours

Source: Thefoodpeople.com

Toasted Sesame

Once hailed only as a component of hummus or prawn toast, toasted sesame is starting to appear in a wide range of sweet and savoury dishes. Waitrose has seen online searches for Tahini rise by 700% this year and with the Olympics this summer, we are expecting to see a rise in it's popularity.



Toasted Sesame

MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



Sauces & seasonings
29%

Source: Mintel GNPD



Snacks
25%



Bakery
13%



Meals & meal centres
6%



Chocolate confectionery
6%

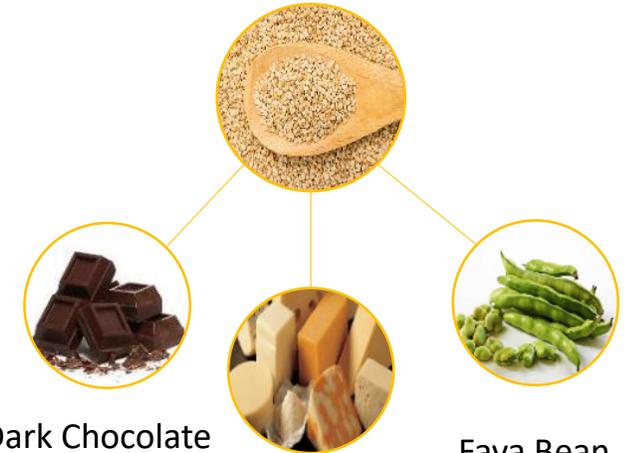
LAUNCHES BY REGION



Source: Mintel GNPD

PERFECTLY PAIRED

FLAVOR PAIRINGS BACKED BY SCIENCE



Dark Chocolate

Cheese

Fava Bean

A celebratory 'Toast'



Helen Goh of Ottolenghi's recipes for sweet Christmas gifts; Hazelnut and seed brittle (The guardian, 2019)

Synergy has developed a sesame-free sesame flavour that is suitable for allergen free products!



Sesame Halloumi Parcels with Sweet Potato Tahini Mash. (BBC Good Food)



IN MARKET PRODUCTS



Toasted Sesame brown rice and chickpea crackers (USA)



Roasted sesame biscuits with chocolate cream (Indonesia)



72% Dark Chocolate with roasted sesame seeds (France)

Source: Mintel GNPD

WE SAY: Toasted sesame has the potential for success across both sweet and savoury categories, with the deep flavour and growing interest in tahini and Zhu Ma Jiang paste alike, it is a flavour profile that can appeal to anyone the globetrotting consumer looking for authentic taste to the life hacker looking for a quick way to change up a meal.



Trending flavours

Mascarpone

Made with whole cream and thickened with citric or tartaric acid, this soft cheese is a staple among both sweet and savoury Italian Dishes.



Chargrilled

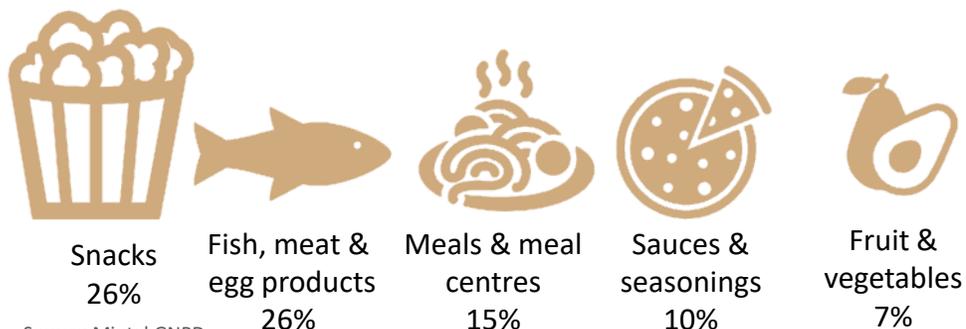
Over the course of the last decade, barbecuing and grilling has become big business in UK food service, but it still remains enormously popular.

A Mintel survey in 2017 found that 48% of consumers wanted to see more barbecue options on menus, higher than any other cooking or preparation type!



Chargrilled

MOST POPULAR APPLICATIONS
GLOBAL PRODUCT LAUNCHES BY CATEGORY



Source: Mintel GNPD

Cooking with fire!

Restaurants across the world are taking to grilling ingredients to add that extra dimension



Chargrilled bacon, pea and broad bean salad with confit egg yolk
(Hispi, Didsbury)



Chargrilled Kangaroo steak with Bearnaise sauce
(Odyssey City Beach Cub, Perth)



Fire Roasted Lasagne
(Ember, Miami)

Source: Thefoodpeople.com

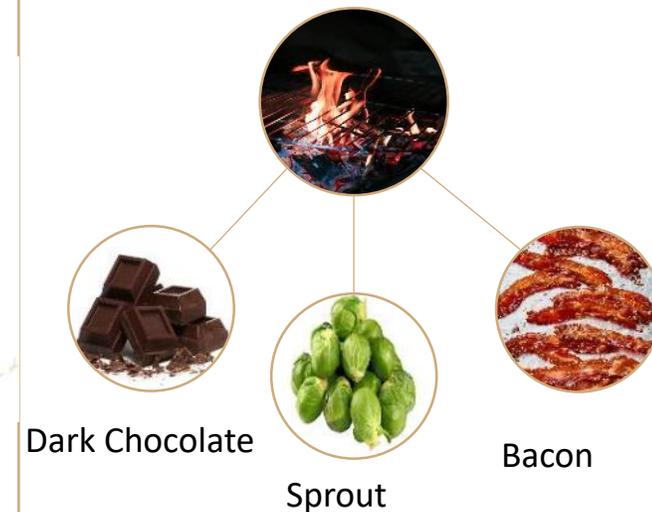
LAUNCHES BY REGION



Source: Mintel GNPD

PERFECTLY PAIRED

FLAVOR PAIRINGS BACKED BY SCIENCE



IN MARKET PRODUCTS



Plant Based Cheese coated in charcoal coconut ash. (Uk)



Dark Chocolate with Chargrilled cheesecake flavoured filling. (China)



Lidl wholemeal biscuits with Charcoal and sesame. (Uk)

Source: Mintel GNPD

WE SAY: Historically smoky flavours have been associated with the summer eating season, but since the recent American BBQ revolution they have thrown of their seasonal shackles to become year round flavours. Consequently, chargrilled has been spotted on restaurant tables and supermarket shelves, across several categories from vegetables and free from to cheese and chocolate and is likely to keep growing.



Trending flavours

CHERRY BLOSSOM



WHITE TEA



TOASTED SESAME



MASCARPONE



CHARGRILL





SYNERGY™

INSPIRING TASTE™

**To speak to a member of our team
about trends or samples, please
contact:**

**Inspiringtrends@synergytaste.com
or +44 (0) 1494 492222**