

Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

eu
ro
ma
SPICE SINCE 1899



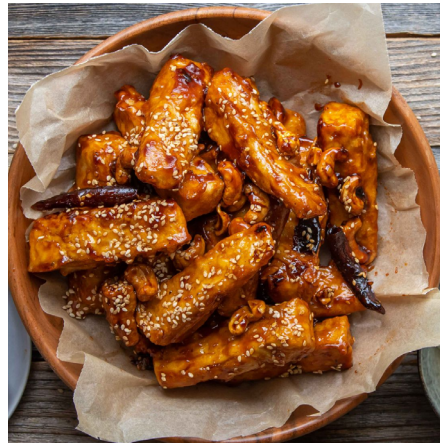
LOOK EAST

Condiments, sauces and seasonings are often considered supplementary products, used to complement the main ingredient... but increasingly, sauces and co are taking centre stage as the star ingredients of a dish. Modern trends are a global affair, whether that be chimichurri of South America, West African suya and yagi, toum and amba from the Middle East, or nouc cham of Vietnam. Asian flavours continue to prove popular within the category as consumers look to the East for all their flavour needs.



Japanese

The tried-and-true classic **Kewpie mayo** continues to drench just about anything, but there are new touches as vegan varieties come forward. Okonomiyaki sauce also trends, and simpler versions can be made using popular pantry staples like soy sauce, ketchup and Worcestershire sauce.



Korean

Tailored flavours bring a harmonious balance to sauces, whether it's combining the tangy ferment of kimchi with the creaminess of American 1000 island sauce or using a sticky-sweet **gochujang glaze on tofu** for a satisfying umami flavour. A playful approach to Korean BBQ also introduces an exciting twist, as ssamjang embraces the addition of pistachio flavours.



Chinese

Classic flavours trend, for instance, soy sauce, a staple in most households, whose salty flavours pair perfectly with rich meats and umami-driven veg, Chilli crisp is another widely enjoyed condiment. The punchy sauce can enhance various dishes. **XO sauce** is celebrated in restaurant menus, **paired with pasta** it packs a punch.

Do you want to Look East?

For this Trend Flash we have used the knowledge of The Food People. A unique global food trends and ideas agency. With this trendy foodnews we would like to bring you the inspiration from around the world. Do you want to look east with us? Our product developers are happy to assist on developing tailor-made solutions for your condiments, sauces and seasonings with a new twist. Feel free to contact us!

