

# Savoury Snacks Product Guide

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# Your partner in Savoury Snacks

For more than 125 years, Euroma has been travelling the world in search of the very best herbs and spices. These herbs and spices form the tasteful foundation of our snack solutions. The market of savoury snacks, chips and nuts is under constant development and opportunities are all around us. However, coming up with new products that meet today's requirements can often be a challenge.

This product guide provides an overview of our portfolio of snack solutions.

## Discovering trends

With snacks being constantly influenced by trends and hypes, it is important to follow trends and developments. Euroma categorises trends in 4 main themes. Those themes are valid for multiple years, but their sub-trends can change.



**1** Health



**2** convenience



**3** Enjoyment



**4** Sustainable

# Our key benefits



## High quality

In our new state-of-the-art plant in Zwolle we are able to produce seasonings and blends with the highest quality and safety procedures.

But besides high quality ingredients, we also want to deliver high quality products. Which means, as clean label as possible, on trend, excellent flavour, in the right packaging and adapted to your market.



## Experienced R&D team

Within our R&D team of about 25 developers, everyone has their own expertise. From texture solutions, batters and coatings, to seasoning experts who focus mainly on taste and researcher who find new ways for reformulation topics. Thanks to this technological knowledge and culinary product development, Euroma has built an outstanding reputation in the continuous innovation of food products.

Optimal enjoyment of natural flavours is always the driving force.



## Always on trend

Euroma is continuously monitoring trends and innovations in food. It is this ability to translate trends and insights effectively and creatively into new flavours and concepts that have made us a successful partner in the savoury snack industry.

We are happy to share the latest insights and innovations with you by trend presentations, trend tours or product proposals.



## Tailor-made

Each production process has its own characteristics. With many years of experience, in the snack industry we have learned how to adapt our products to your specific needs. Think customized batch sizes, free flowing qualities, etc.

Therefore, we work on a tailor made basis, which means that we do not have a standard product range. Our products are adapted to meet your preferences and requirements.

# Product groups



## Seasonings

At Euroma, we want to add flavour to people's lives. Seasonings and blends are the core of what we do. Besides a great flavour, all other aspects must be right as well. Our R&D department understands that every production line is different and requires different specifications of the seasoning.

Examples for flavour are paprika, bolognese, cheese and onion, jalapeño and lime and many more.



## Coatings

Next to our taste solutions, Euroma also excels in functional blends. These blends can be supplied separately from seasonings, but also as an integral component of the overall mixture. The composition of our batters and coatings is based on applied research conducted by our application technologists in co-operation with scientific institutes.

For example tiger nut coating, crunchy coating, tortilla coating and lentil coating.



## Dips

Dips add flavour, texture and a hint of fun to daily food products such as snacks. Whether it is a dry dip or a concentrate that the consumer mixes with ingredients like yoghurt, sour cream or avocado or ready-to-eat dips. Euroma has solutions for all types of dipping concepts. If you're thinking about dips, let us guide you through all possibilities.

E.g. tomato salsa, spicy pineapple, guacamole, dill, ranch, BBQ and sweet chilli.

# Outstanding skills

## Innovative concepts

Euroma is an expert in mixing herbs and spices to create delicious flavours. Our strength lies in the ability to translate market developments and trends into new flavours and concepts. Staying on top of trends is key to a good understanding of the market. Therefore, we do store checks, market research and visit exhibitions and seminars about the snack industry. We are also a member of the ESA (European Snack Association).

Ask an Account Manager for more information. We are happy to share our knowlegde with you!



1

## Optimizing

At some point, all manufacturers of snacks will come across difficulties with their seasonings in production. Euroma has many years of experience in creating custom-made seasonings and blends. Not only do we work with custom-made flavours, we also adapt the seasoning to your application and production process.

E.g. salt fluctuation, dosage, free-flowing, lump prevention, drop-off, shelf life and colour retention.



2

## Reformulation

The trend towards conscious, healthy and honest food has been ongoing many years ago and shows no sign of stopping. With herbs, spices and other natural ingredients as a starting point, Euroma reformulates recipes while maintaining the good taste. It's a challenge that we'll gladly take. We know from experience that there are many combinations of flavours, fragrances and aromas that can replace salt, sugar, MSG, allergens and yeast extracts without sacrificing taste, aromas, texture, adhesion that affect customer appreciation.

E.g. salt-, sugar-, fat reductions, E-number or allergen removal and Nutri-score improvement.



3



# Seasonings

Euroma recognises the importance of continuous innovation and product improvement, which is why we have such a large product development department. Many of our customers employ our R&D department as an extension of their own development unit. Our experienced, passionate product developers create perfect flavour compositions in close consultation with our customers. Offering a tailor-made, balanced construction of flavours, smells and structures. Whatever taste you are looking for, Euroma has a proven track record in matching and creating seasonings. Our sensory expert panel is always at your disposal to evaluate your products.

## Clean label products

Customers frequently ask Euroma to reformulate recipes and develop Clean Label products, with clear ingredients lists and natural ingredients. It's a challenge that we'll gladly take.

We know from experience that there are many combinations of flavours, fragrances and aromas that can replace salt and sugar while still maintaining taste. We prefer not to work with MSG and make limited use of preservatives. Often, there is an excellent solution with combinations of acids and pH values.

Euroma offers natural alternatives to yeast extracts taken from the world of herbs, spices and other natural ingredients. Typical product issues like colour stability and shelf life, can also be solved with natural ingredients and technologies.

Euroma offers special programmes in which we replace allergens with alternative ingredients without sacrificing taste, aromas, texture, adhesion, crispness or other variables that affect customer appreciation.

# Coatings

Next to our taste solutions, Euroma also excels in blends with functional ingredients. These blends can be supplied separately from seasonings, but also as an integral component of the overall mixture. The composition of our coatings is based on applied research conducted by our application technologists in co-operation with scientific institutes.

A few of our innovations are:

- Low salt coating mixes
- Protein-enriched coating
- Vegetable and colour coated nuts
- Taste delivering coatings
- And many more...

## Innovating together

An important part of the innovation process is the ideation phase, in which we co-create food concepts with the customer to enable the growth of their business.

The ideation phase starts with a creative session in our House of Taste. In a professional setting, Euroma inspires those present with relevant societal and consumer trends in food. A multidisciplinary team of product developers, marketers and account managers from both the customer and Euroma will then start working with possibilities for innovative total solutions.

The result of this brainstorming is an idea selection that forms the basis for the development of new food concepts. Euroma then translates the best ideas into concrete concepts, from flavour directions to complete packaging concepts. Depending on the customer's choice, Euroma develops the final product and supports the customer where necessary for a successful introduction to market.





# Flavour ideas

## Seasonings

Product ideas	Description
Beetroot, black pepper	Vegetable based seasoning
Turmeric curry	Healthy seasoning based on turmeric
Spinach	Vegetable based seasoning
Pizza	Popular Italian flavour profile
Cajun	American warm and spicy blend
Smoked Paprika	Classic with a smokey twist
Smoke house	Strong smokey flavour
Fajita	Mexican inspired seasoning
Chili	Hot but rounded flavour
Jalapeno & Lime	Fresh and hot seasoning
Gingerbread	Based on warm Christmas spices
Chili, cocos, cocoa	Interesting mix of tropical ingredients
Cheese and onion	Classic potato crisp flavour profile
Apple pie	Traditional flavour with cinnamon
Fines Herbs	These French herbs go great with nuts
Raspberry - pepper	Sweet, pungent and slightly acidic
Rosemary sea salt	Who doesn't love this combination?
Carmelized onion	Warm, sweet onion flavour
Mandarin Matcha	Japanese green tea seasoning
Lemon - black pepper	Fresh, fruity and a touch of pepper

## Coating styles

Product ideas	Description
Tiger nut coating	Bursting coating effect
Kettle nut coating	Rough, uneven surface
Katjan Perdis	Wet coating style
Extra crunchy	Hard, strong coating
Soft coating	Dissolves in mouth
Textured coating	more rigid coating technique

## Different textures

Product ideas	Description
Wheat	Regular coating flour
Rice	Soft and tender
Corn	Rigid texture
Pulses (lentil a.o.)	high protein and crunchy texture

These are just an example of the products that we made in the past. Euroma works on a tailor made basis and has no standard assortment. Everything can be adapted when necessary.



# Trends

At Euroma trends are being followed, and we use many different sources to define them. Below, four of the six trends we recently defined are highlighted. The examples are used to illustrate the trend, however there is no need to stop there. Everything made at Euroma is tailor-made and adapted to your wishes. Are you inspired by the examples below, or would you like to receive a full trend presentation? Please reach out to us!



## 1 Be real

Consumers do have more concern about ultra processed foods. Tell about how your products are processed, being transparent will have consumers trust you more.

*For example artisanal coating, clean label paprika and locally grown potatoes.*



## 2 Healthy snacking

Health is a main concern, both physical and mental and we see a lot of front-of-pack claims. We can match your requirements using our profile enrichment toolbox, without loss of flavour.

*For example Nutriscore A paprika, low salt, no MSG or E-numbers. reduced allergens and gluten free.*



## 3 Humble to hero

Our love for classic flavours keep bringing us back to buying the same thing, but we do like twists on those products. Italian is a go-to cuisine for comfort food and we expect Italian flavours to grow.

*Elevate existing flavours with a cross-over like Andalous sauce, pesto, curry or by combining Jalapeno with lime instead of classic chili.*



## 4 Limited editions

Almost 3 in 5 consumers globally who say that they have a worsened financial situation also say that they are likely to make a one-time impulse purchase "when the product is innovative in flavours or taste".

*For example pizza, hamburger, gingerbread, sour cream & cardamon, tropical sambal, but almost anything is possible.*

A glass of red wine and a bowl of dip with bread. The glass is filled with a dark red liquid, and the bowl contains a creamy dip topped with fresh herbs and vegetables. The bread is golden and appears to be a type of flatbread or pita.

# Dips

Food dipping is and will continue to be a popular trend. A wide variety of flavours are suitable for dips and people are always on the lookout for unique, surprising and, preferably, natural ingredients. This is why dips have become such a rich source of inspiration and innovation for a broad range of food products. Dips add flavour, texture and a hint of fun to daily food products such as snacks. Whether it is a dry dip or a concentrate that the consumer mixes with ingredients like yoghurt, sour cream or avocado or ready-to-eat dips. Euroma has solutions for all types of dipping concepts. If you're thinking about dips, let us guide you through all possibilities.

A bowl of dip with bread. The bowl contains a creamy dip topped with fresh herbs and vegetables. The bread is golden and appears to be a type of flatbread or pita.

## Inspiration

Dips are more than an extra. They are a phenomenon that reflects a culinary culture. Many cuisines involve the dipping tradition and each region has its own variations, but some cuisines are more suited to dipping than others. We're currently seeing a shift in the popularity of various cuisines.

Middle Eastern cuisine is tremendously popular, with Israeli food being especially on the rise. Traditionally, the Middle Eastern diet features many plant-based dishes, with vegetable, fruit and strong spices dominating an authentic menu. Meat is a less common ingredient, fully in line with today's trend. This cuisine offers an infinite variation of dips. A perfect example is hummus. Where chickpea dips are even eaten warm or as breakfast in Israel, they have gained popularity in other countries too. Or Harissa, also known as North-African sambal, a hot sauce made from peppers, tomato, cumin, coriander and garlic.



# Flavour ideas

## Dip mixes

Product ideas	Flavour Description
Cardamom	Fresh and unique flavour
Holiday	Traditional Scandinavian dip
Guacamole	Avocado flavoured dip
BBQ style	Smokey dip
Ranch	Typical American dip
Sour cream & onion	Creamy with fresh onion flavour
Dill	Fresh dill flavour
Cheese	Rich and creamy dip
Aioli	Creamy garlic dip
Cajun	Warm and spicy blend
Patatas Bravas	Traditional Spanish dip
Piri Piri	African chilli flavour
Teriyaki	Japanese style dip with soy flavour
Chipotle Cheddar	Creamy and spicy yellow dip
Tzatziki	Fresh and creamy cucumber dip
Curry Madras	Indian curry spice blend
Mojo Rojo	Spanish traditional dip
Béarnaise	French dip

## Ready-to-eat dips

Product ideas	Flavour Description
Salsa piña picante	Pinapple with habanero chilli
Creamy garlic & chilli	Rich and creamy garlic dip with heat
Spicy pumpkin	With pumpkin spice blend
Curry pickles	Creamy sauce with fresh pickles
Smokey Cajun	Warm, creamy and spicy dip
Ginger teriyaki	Teriyaki with pungency of fresh ginger
Tomato salsa	Traditional or Mexican varieties
Ranch	Typical American dip

These are just an example of the products that we made in the past. Euroma works on a tailor made basis and has no standard assortment. Everything can be adapted when necessary.

## Our Savoury Snack team

We are happy to share our knowledge with you, please reach out to a sales representative for more information.



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