



FOOD & FLAVOR TRENDS OF 2021: THE HIGHLIGHTS



FOODS



HOME IMPROVEMENT

Home cooks are building better dishes with new gourmet condiments, cooking sauces, and cocktail mixes*



CENTER AISLES FRONT AND CENTER

Packaged goods will continue in popularity with better-for-you items like vegan soups on the top of consumers' lists*



COFFEE PRODUCTS ARE WHAT'S BREWIN'

Coffee flavor and its caffeine jolt will be seen in everything from snack bars, to trail mixes, to chocolate bars, and more*



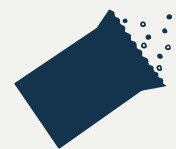
CHICKPEA: THE HOT CHICK

Expect to see chickpea-based products on the rise – including flour, pastas, and snacks*



HALVA COMEBACK

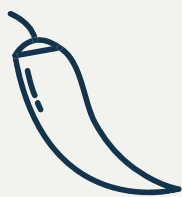
The sesame-based Middle-Eastern confection is making a comeback, touted as a good source of iron**



BITE-SIZE GOES BIG

As health & wellness makes a comeback, snacks are going bite-size, offering large indulgences in a smaller format**

FLAVORS



CHILIES ARE RED HOT

Chili flavored anything continues to grow in popularity – especially among millennials***



GO GLOBAL

Eastern Mediterranean, Latin American, and Asian spice blends are at the top of customers' crave lists***



SEASONAL IS SENSATIONAL!

The seasonal flavor craze continues with classic flavors getting a new twist like Meyer lemon with lemon thyme and pumpkin spice with coconut milk***



SAVORY + TEA = THE PERFECT MATCHA

Functional ingredient, Matcha green tea, goes savory, incorporated into chicken and seafood rubs***