

2017 FLAVOR

TRENDS

Limited Time Offerings (LTO)

The advertising and PR buzz of an LTO product creates the “gotta get it now” mentality, since it’s only offered at this time of year, or worse — **ONLY TIME EVER!**

1 TOP 10 SUPERFOODS FOR 2017

1. Seeds, like chia and hemp
2. Avocado
3. Nuts, like almonds and walnuts
4. Fermented foods like yogurt
5. Ancient grains
6. Kale
7. Green tea
8. Coconut products
9. Exotic fruits
10. Salmon

www.chefseasons.com

WHY

Seeds of Change:

Seeds bring a natural source of flavor, texture and health, including a high protein content and consumers are looking to benefit.

PRODUCTS

(Kaju, Matcha Green Tea and Poppy Seeds, Coconut with Raw Honey)
 (Hazel Nut, Chia, Linseed and Grape Molasses)
 (Sun Dried Tomato and Hemp Seed with Black Sesame, White Sesame and Sesame Oil)

2 COOKING LIQUIDS AND SPICE BAGS FOR VEGGIES



WHY

Faux Meat:

A quarter of Americans are trying to eat less meat and as a result, veggie "meats" have taken center stage.

Veggies as the Main Entree:

Veggie-centric restaurants are becoming more popular such as Ladybird in New York that offers a vegetable charcuterie plate with smoked carrot, cured beef, mushroom pate and beet chorizo.

Butcher-to-Table:

To counter the veggie trend, some artisan butchers are adding an eat-in option to their shops.

The Night Shift:

Evening is tapped as a new occasion for functional food and drink formulations.



PRODUCTS

- VEGETABLE LIQUID FOR ROASTED ROOT VEGIES
- THAI STIR SAUCE FOR FINE CUT VEGIES
- LIQUID RUB FOR CHAR GRILLED VEGII
- BOILING BAGS FOR VEGIES (SACHET D'EPICE, COURT BOUILLION, HERBS DE PROVENCE, FINE HERBS, GARLIC & ONION)

Power to the Plants:

The preference for natural, simple and flexible diets will drive further expansion of vegetarian, vegan and other plant-focused formulations.

Meatless Entrees:

Many restaurants and manufacturers are presenting meatless entrees to satisfy their environmentally-conscious, health-conscious, and animal-friendly diners.



3 EAST TO WEST



KITCHEN SYMPHONY:

The connected world has led consumers of all ages to become more knowledgeable of other cultures

Migratory Meals:

By celebrating their rich heritages and cuisines, large refugee populations are beginning to make culinary connections with their new home countries

Ethnic & Worldly

Foods, especially the East Meets West macro trends... Green Tea, Honey and Matcha are big this year, and Thai-flavored ice creams have been recently introduced to the market.

In Tradition We Trust:

Consumers seek comfort from modernized updates of age-old formulations, flavors and formats.

It's Hot in Here:

Turmeric was big last year (and still has its place), but we can't help but notice more and more Harissa.

PRODUCTS

MADRAS CURRY WITH DRIED COCONUT ALFREDO
 CREAMY GARAM MASALA
 GREEN JALAPENO HARISSA
 BERBERE COCO CREAM RIB AND CHICKEN RUB



4 HOME CRAFTED, ARTISAN BREAKFAST PAN CAKES



Dosha Dining:

Long recommended as medicine by Siddha doctors (traditional Indian physicians), turmeric came into the spotlight in boasting its mega-health benefits and savory flavor.

WHY

Wake and Cake:

Have your cake and eat it ... for breakfast?

Waste Not: The focus of sustainability zeros in on eliminating food waste.

Plain Sophistication: The number of new products using the word "craft" or "crafted" increased by 248 percent from 2011 to 2015, with alcoholic beverages, confectionery and bakery as the leading market categories

PRODUCTS

- ONION CHEESE AND TURMERIC
- HESTNUT AND HONEY,
- BEETS AND MIXED GRAIN



5 SEA SAMPHIRE SAUCES



WHY

Pasta Is Still So Back In: The October 2016 issues of Food Network Magazine, Food & Wine, and Bon Appétit all featured pasta dishes on the cover

What's the Next Kale?: This year, kale lost its footing to seaweed, thanks to its umami and presence in ramen, which is rising in popularity across the country.

Seaweed Sea Samphire:

Seaweed really is the new kale, or at least we are counting on it.



PRODUCTS

- SPICY SEA SAMPHIRE & TOMATO PASTA STIR SAUCE,
- GARLIC, PARMESAN AND SEA SAMPHIRE PASTA STIR SAUCE,
- SEA SAMPHIRE PESTO



