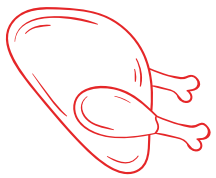


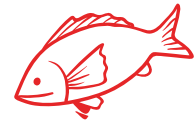
the care mindset

BEYOND

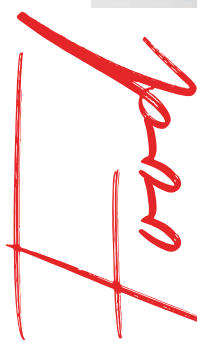
TASTE<sup>®</sup>



best seasoning!!!



unique  
sauces



trend  
forecast



CHEF seasons<sup>®</sup>  
tastier together

23

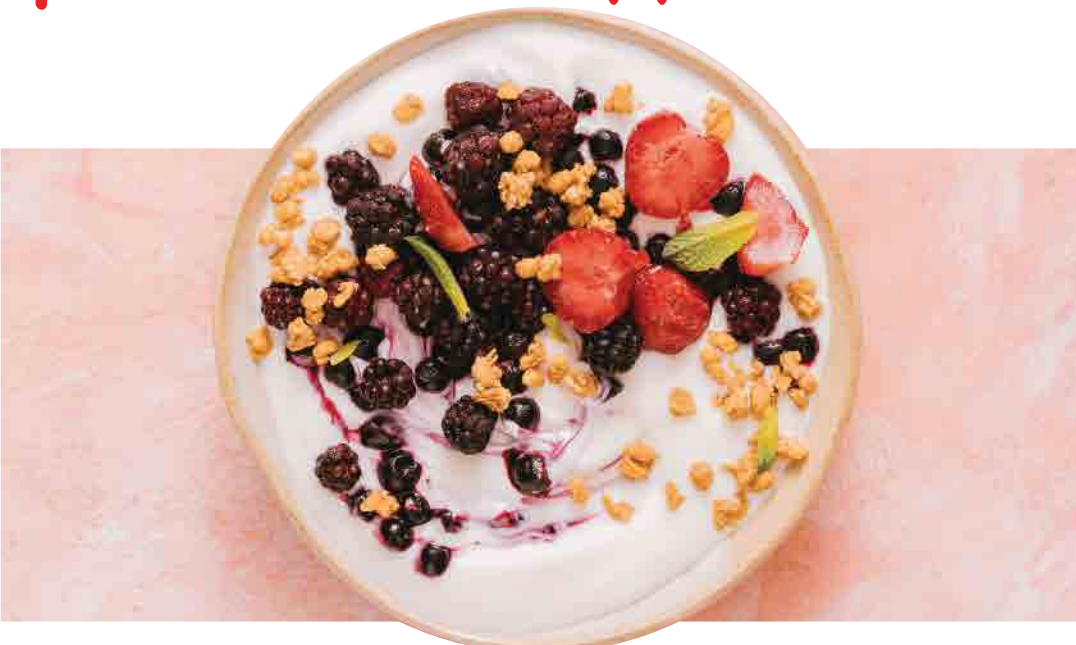
rhythm to eating  
patterns !!

Affordability

multi-  
sensoriale

from diet culture  
to WELLNESS

Balanced  
wellness



2023

THE FUTURE IS TASTIER TOGETHER



# TASTE IS CHEMISTRY

It begins when a food molecule touches a microscopic taste bud on the tongue. In the brain, where taste connects with other senses, it becomes a rich, personal, joyful experience that makes us want to eat.



Now, there is more than you might...

BEYOND TASTE

Taste receptors, volatiles, taste cortex...  
But now there is more to it...



As we all know, in the trend reports in recent years,

such as Sustainability, Food waste, Healthy Eating, Reducing Emissions, No Additives, Foods that improve mood, healthy ingredients, animal welfare, plant-based proteins, etc.

The subjects they establish connections with have a much more effective place in their purchasing decisions.

GASTRONOMY IS HOLISTIC.

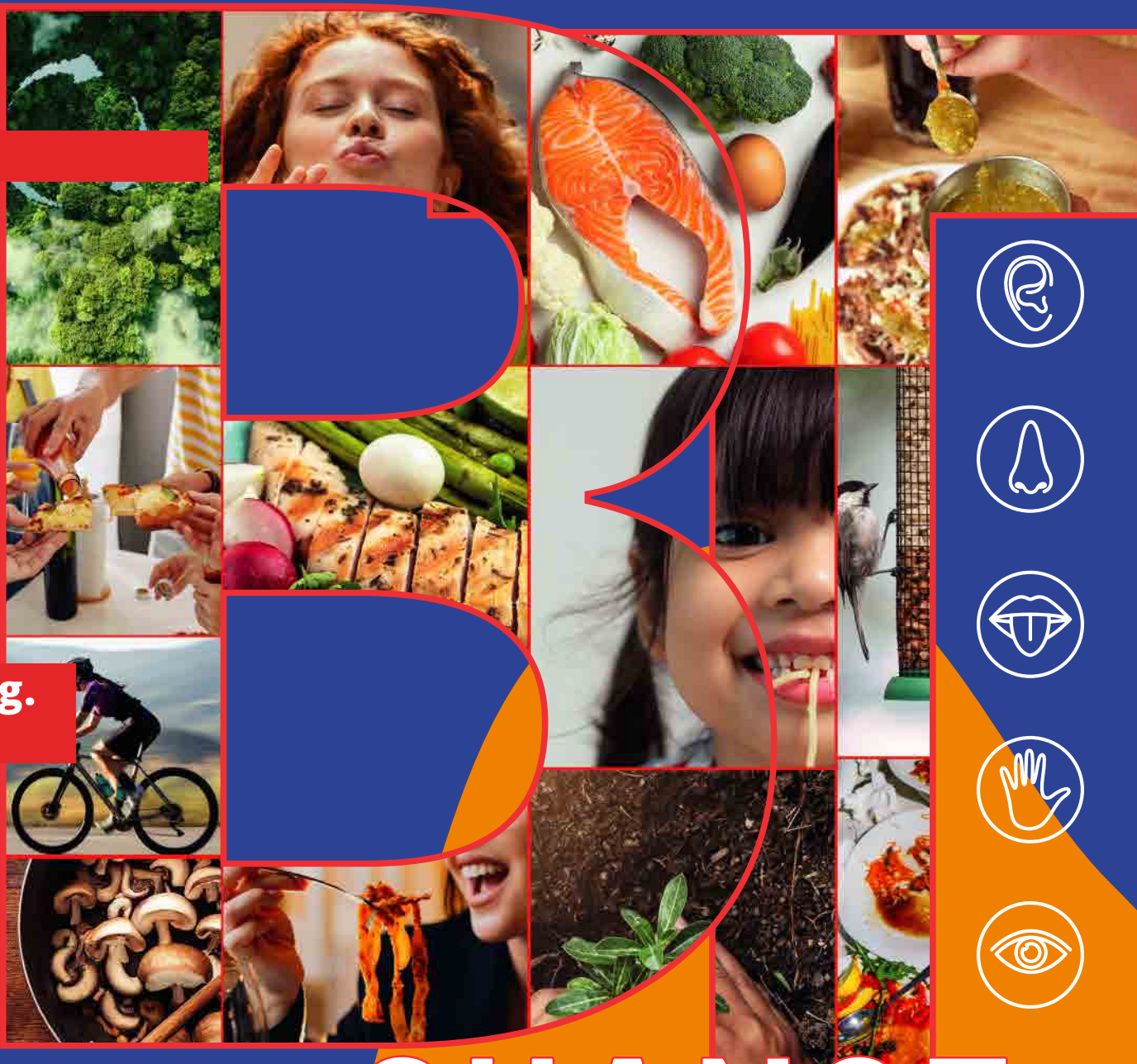


It's not just recipes and cooking, it's also agriculture, physics, biology, genetics, chemistry, history, economics, politics and ecology. If we hold on to this vision of gastronomy, our relationships with food and with each other will change. Chefs, companies involved in the production of a food product, decision makers involved in reaching the consumer, your responsibility is now more than ever.

Consumers are changing. Change Faster.

You will realize that these gastronomy trends, which we have shaped around 6 components, are easily applicable when a little thought is given. These components will continue to be the most important constant issues in the coming years.

For this, instead of looking at Taste as a Chemistry, you just have to be an Alchemist and think like that... Just like CHEF seasons



CHANGE FASTER



# Mental Status



Research shows that nearly half of the consumers this year will prefer foods that will be good for their emotional and mental health. Without sacrificing taste, you can develop delicious products that provide mental vitality by using foods rich in magnesium, omega3, dark green leafy vegetables, nuts, seeds and legumes in your products.

# EMOTIONAL STATE:

The digestive tract is home to billions of bacteria that influence the production of chemicals that constantly carry messages from the gut to the brain. Two common examples of this are dopamine and serotonin. Foods that feed the good bacteria on this path positively affect the production of such hormones. This positive state is good for the brain, and the emotional state can reflect this. Or there are foods that feed bad bacteria, such as sugar, that cause instantaneous dopamine release and then cause drastic dips and negative mood swings. Fermented foods, foods with high **magnesium levels such as almonds, cocoa, peanuts, spinach, foods containing high Vitamin D such as mushrooms, foods containing high antioxidants and omega 3 such as turmeric, chia seeds, fiber foods and probiotics** can be given as examples of some foods that improve emotional state.

# FOR BETTER MENTAL HEALTH



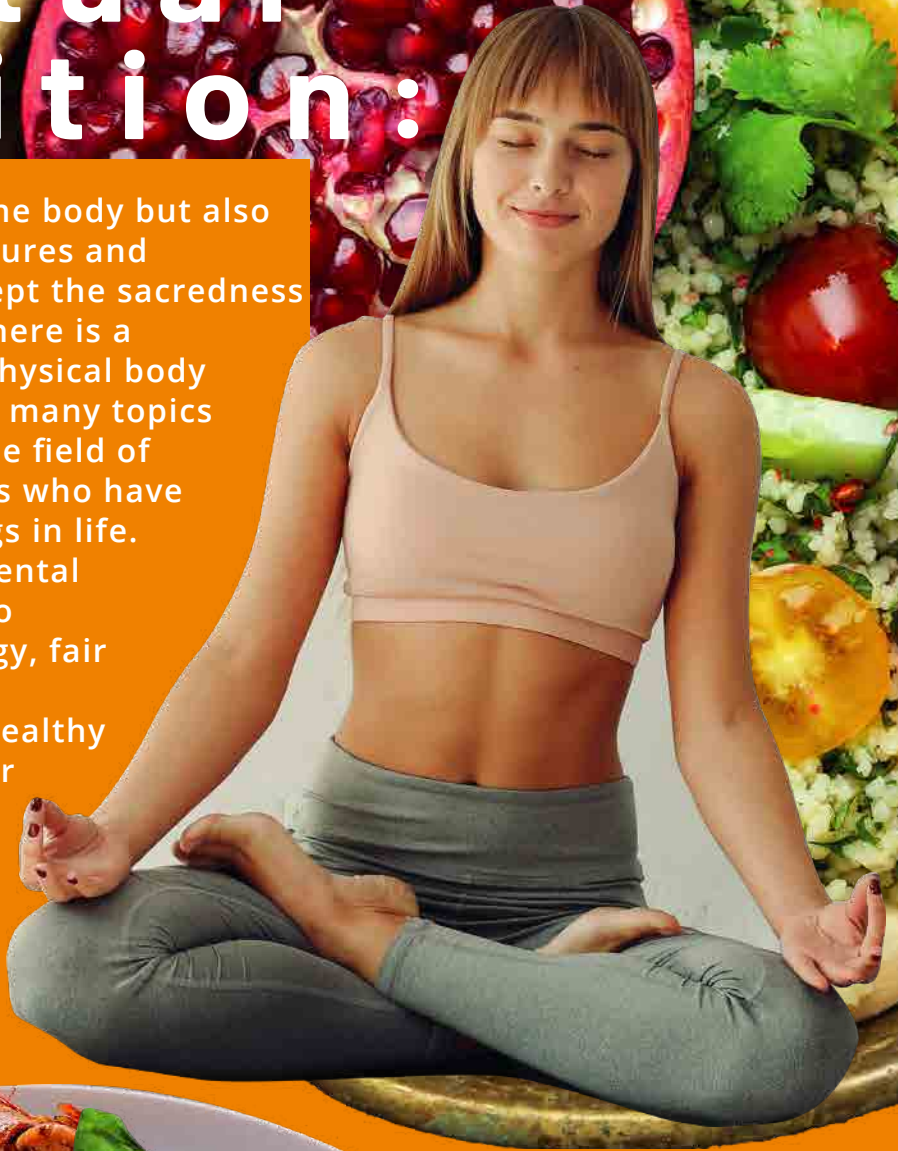
# Physical Condition:



Physical fitness includes health, energy, flexibility, strength, sleep and nutrition. Balanced nutrients in food products offered to consumers are becoming more important than ever. The simplification of ingredients, the reduction of food chemicals and the avoidance of many unnecessary inputs are becoming more important than ever for consumers. It is necessary to rethink and re-evaluate all kinds of inputs and processes that may adversely affect the health of consumers by creating toxic effects in the long run. For example, the health effects of sauces emulsified under high pressure or food chemicals that are put in order to prevent the products from clumping.

# Spiritual Condition:

Food not only nourishes the body but also the spirit. Most of the cultures and religions of the world accept the sacredness of food. This shows that there is a connection between the physical body and spirituality. There are many topics that nourish the soul in the field of gastronomy for consumers who have certain goals and meanings in life. Animal welfare, environmental awareness, contribution to sustainability, green energy, fair trade, halal or kosher certificates. When food is healthy and grown with respect for its environment and care for those in our communities, it provides real nourishment for body and soul.



# SOCIAL STATUS:

The biggest source of inspiration that brings people together and enables them to socialize is gastronomy. This state is governed by a sense of belonging. Spending a pleasant time with your friends and family and connecting with others through taste are all parts of social health. In this time of high cost of living, there are great opportunities in front of restaurants that can understand people's need for socialization and respond with the right solutions. Also, eating well can make you more likely to seek out and enjoy social activities, as it can help you feel better physically and emotionally. Studies have linked good nutrition in children with positive social development. Children who ate healthier foods showed greater friendliness and socialization than children who did not. Making life more delicious and offering opportunities to bring people together will be one of the most important trends of the upcoming period.



Tastier Together.



# Financial Situation:

Money is a growing concern for everyone, not just consumers. Brands that contribute to consumers' healthy and delicious experiences with the right price structure, especially in times like these when the **cost of living** is high, will go one step further today, when the concept of **value is reshaped**.



FOOD TRENDS FORECAST

# “ THE CARE MINDSET

Inclusivity

Diversities

Adaptive Tastes

Multisensoriale

Affordability

Imperfection

Sauceboard

Glocalism



Instead of bitter tastes that close all the senses, flavors felt only in a certain part of the tongue, flavors that cover all parts of the mouth and give saturation, create new discoveries and tastes where you will feel the rhythm of the flavor. Feeling the rhythm of the flavor will help you feel good emotionally, and will also help reduce negative moods such as stress, tension and anxiety.



Functional  
Gastronomy

Health  
with  
Food

SELUS PER  
CIBUS

We are faced with a trend in which individual approaches to life are challenged and societies are prioritized. We need to discover solutions for everyone and adapt to global approaches that will reshape products and designs accordingly. In gastronomy, reinterpret global ingredients and techniques by adapting them to local flavors, or reinterpret world cuisines using local ingredients and techniques with little touches. Encourage world cuisine enthusiasts to explore more and create a safe and delicious adventure space for them, with six out of ten adventurous.

# The concept of value is reshaped

Imagine that a third of the food produced for human consumption is lost or wasted every year... Adding to this that this situation increases global greenhouse gas emissions by 10%, it has become very valuable to encourage, educate and provide solutions to help consumers in this regard.

## COST OF LIVING: HELPING CONSUMERS WASTE LESS AND SAVE MORE

*As the cost of living increases, QSR chains, supermarkets and brands that communicate this and make the consumer feel that they are on their side find the opportunity to increase their market shares.*

Money is a growing concern for everyone, not just consumers. It is important to note that this year there is an opportunity to offer a breakthrough for cost of living, supply chain problems, war and many more local and global problems. 3 important concepts that all manufacturer brands, supermarkets and restaurants should manage correctly in 2023;

**There will be**  
**Competitive Pricing,**  
**Affordability**  
**Bargaining Power.**



value = Price + Perceived Benefits

# Eating habits

in the world have a rhythm. These are formed by economic conditions, daily routines and needs. We have all observed that this rhythm is broken in the pandemic. While these habits were returning just before the pandemic, **the high inflation of food now disrupted this rhythm.**

## RYTHM OF EATING PATTERNS

### Practical Fast flavors

This rhythm will not be in the form of a decrease in food and beverage consumption, but consumers will find some unique solutions. These completely different solutions will be shaped by how consumers redefine and track value.

Restaurants that offer **the real taste and price structure, not the eye-catching**

Pick up Services for Fast Food



# Great opportunity in Private Label Products

In such times of rising cost of living, competitive pricing and bargaining power of PL Products offer great opportunities for consumers to access good quality products at more affordable prices. There are great opportunities for supermarkets to deliver these PL products in&out to consumers at the right time.

Supermarket chains that can collaborate, diversify their PL products and help other brands will take a step ahead of the competition and will enjoy the advantage of being with consumers who redefine their perception of value for many years to come.

**PARTNER UP**

**DIVERSIFY**

**HELP**

**HELP OTHER BRANDS**

SUSTAINABILITY  
TRANSPARENCY  
FAIR TRADE  
NO WASTE  
FOOD SAFETY  
PROJECT DRIVEN  
SOCIALLY CONSCIOUS  
AGILE  
HIGH PROFILE  
REFERENCES

CHEFseasons  
**Flavorizer**

**CUSTOM FIT  
THE FLAVOR**

**TRIGGER  
ALL SENSES**

**MASTER  
THE PALATES**

**DIAL UP  
THE TASTE**



# Emphasize health...



## Added Nutritional Benefits



**The biggest conclusion that people have drawn from their experiences over the past few years has been to re-remember what is really important in life. HEALTH..**

While we were moving forward with unprecedented optimism and freedom, we all learned by experience how fragile some things in life are and how vulnerable we are.

When the world's consumer data was analyzed and asked how consumers perceived value, more than half answered "Added Nutritional Benefits". (Foods with healthy ingredients were included.) In second place was the fact that it was produced with natural ingredients, and in the third place was whether it was cheaper than the others.

The most important thing to note in this regard is that this communication is given with a minimalist message. Because there is a consumer perception that the products that make too many claims about health are not very reliable.



# BALANCED HEALTH

**A balanced and healthy life has become a quest for millions of people around the world.**

This trend is an excellent opportunity for product developers who can target the synergies of good nutrition, body and mind performance, ample energy and deep sleep. Consumers are now more sensitive to their immune/physical, emotional and mental health and are paying special attention to these issues. Research shows that 48 percent of consumers plan to choose products that support their mental health next year. Of course, these functional products must be enjoyable, delicious and affordable to consume.

good nutrition,  
body and mind  
performance,  
ample energy  
and deep sleep

*Avacado Mayo*

Avacado oil is known to balance cholesterol levels, thanks to some health-beneficial components it contains. Its usage areas will increase from Potato Chips to Avacado Mayonnaise



# WORLD CUISINE

Consumers say that world cuisine flavors make their meals more exciting. Offering fast and easy-to-prepare products that will help flavor lovers who are trying to get rid of the boredom of traditional flavors may be one of the biggest opportunities of this year.

Eating a familiar dish in a different way causes almost half of those who love world cuisine to be more interested in these cuisines and explore them more.

**Like Chinese rice with soy sauce prepared with small touches, Hamburger with Worchester sauce, Pizza with Roquefort Sauce, Tuna Fish Sandwich with Japanese Mayonnaise...**



2 0 2 3

# Is No Different



**What is different** is an ever-changing world that is very difficult to keep up with, a **growing sense of dissatisfaction** and an overwhelming awareness that **there has to be a change.**

In these different times, consumers are making even more stringent demands on the brands they are loyal to.

You should start listening to them ...



**TASTE**

**BEYOND**

**F O R E C A S T E R**

**PROJECT  
DRIVEN**

**STRATEGIC  
PARTNER**



**unique  
sauces**

**flavor engineering**



**best  
seasonings**



**+2,500 products  
+7,500 recipes**

**THE  
FUTURE  
IS TASTIER  
TOGETHER**

**INNOVATION CHAMPION**

**a FLAVOR COMPANY**

**CHEF seasons**  
*tastier together*



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