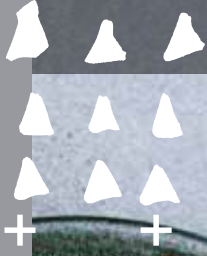




CHEF seasons  
*tastier together*

FLAV



HEALTH

R



2021  
FOOD

WILL BE EVEN TASTIER TOGETHER  
TREND FORECAST

Ultimate Gray  
17-5104

Illuminating  
13-0647

2021 will be a year of longings fulfilled.

Our trend prediction for 2021 will be more of a hope... We think the trend will be dining in restaurants, at tables and more people will get together and it will be even Tastier than ever.

The race is on for sustainability with the conscious consumer in pursuit of a healthier lifestyle and a collaborative approach to improving the **environment.**


Health is the biggest trigger, more so than taste and price.

Nothing new, Everything New

# HOPE

For the conscious consumer, Less is More, and for this we aim to expand the range of **flavors and sauces** with versatile usage suggestions.

It is your value proposition that will keep you alive in the future, not how much profit you have made.



In 2021, the Food Sector will be under the influence of the Megatrend "Happy Days".

**WITH THE NEW YEAR, IMMERSIVE EXPERIENCES WILL BE REPLACED BY LITTLE HAPPINESS.**

With the new year, smaller joys will replace immersive experiences, we will understand how valuable little joys are while socializing. The main inputs of the food and beverage industry will be based on happiness. Fruits, cinnamon, vanilla, dark chocolates, grapes, magnesium and vitamin C-dense foods will boost our mood. The fastest recovery that will fulfill our mood will be the return of the little joys we get from life.



**The bitterness will be reduced,**

*those who want to eat bitter will seek different tastes. Even sweet and bitter fruits will come together...*



**IT WILL BE A YEAR WHEN OUR "PALATES" WILL CHANGE AND WE WILL NOT NEED SUGAR THAT MUCH INSTEAD, ALTERNATIVE FLAVORS WILL START TO ENTER OUR LIVES.**



**Respect will be one of the main topics; Respect for nature, respect for humans, respect for animals and plants...**

A new act is starting for companies with high awareness. It will be a year when the transition from social responsibility projects managed with small budgets to the evolution of social branding begins. Effort and goodwill will come up front to the fore. Consumers are now aware of everything, it will be the year to shift from small token sustainability practices to a new world order in which companies that can implement radical changes and decisions will gain importance.

**MARINADES**

will be skyrocketing. We will be aware of what harms us and gradually learn to use the right methods.



**BRIDGES OF TASTE WILL BE BUILT AGAIN.**

We are at a beginning in which there will be plenty of movement, traveling will start again, humanity will reunite, the walls built will fall one by one, bridges between cultures are built and those who separate us will lose.



Speaking of colors, this year we will be seeing soft and sugary colours. Pink, green, yellow in its sweetest and softest version. Full of harmony and good energies, which is committed to the power of dialogue between colors rather than give in to the rule of a single shade.

**This year, we've got plenty of newcomers at our table from BREAD TOPPINGS to TORTILLA SPREADS, from NOODLE AND MACARONI SAUCES to SPOONING SNACKS, from SUGAR FREE SAUCES to TRADITIONALLY SMOKED SPICES, from PLANT PROTEIN-BASED DRESSINGS to ANTI-AGING AND SUPERFOOD SAUCES as we bring to life the 5 major trends of the year 2021!**



**TO GET A BITE OUT OF 2021, COME AND JOIN THE CHEF'S TABLE. IT WILL CERTAINLY BE MUCH TASTIER TOGETHER!**

**From all of us at Chef Seasons, cheers to a Happier 2021!**



ESPECIALLY IN THE GASTRONOMY INDUSTRY, BRANDS HAVE TO BASE SOCIAL BENEFIT ON THEIR STRATEGIES. SINCERE COMMUNICATION AND PRIORITIZED SOCIAL BENEFIT STRATEGY WILL ENABLE THE EMOTIONAL BOND ESTABLISHED WITH THE CONSUMER TO BE STRENGTHENED AND MORE GAINS TO BE ACHIEVED.



CONSUMERS HAVE STARTED TO LOOK AT WHETHER YOU ARE A HERO OR ZERO, ESPECIALLY DURING THE PANDEMIC. BEYOND THE OSTENSIBLE EFFORTS, ALL APPROACHES, IN WHICH GOODNESS, RESPECT FOR PEOPLE AND NATURE COME TO THE FORE, HAVE GAINED VALUE. MEANINGLESS COMMUNICATION WILL START TO DO MORE HARM THAN GOOD. NOW, SOCIAL BRANDS WILL BEGIN TO APPEAR IN ALL AREAS OF LIFE. ONE OF THE MOST IMPORTANT BRAND VALUE MEASUREMENT CRITERIA **WILL BE WHETHER IT FULFILLS THE NECESSITY CRITERIA OF BEING A SOCIAL BRAND.** COMPANIES CANNOT CONTINUE WITH "BUSINESS AS USUAL", IT IS NO LONGER WORKING. THEY NEED TO LOOK FOR NEW WAYS TO REDUCE THEIR IMPACT AND DELIVER VALUE TO CONSUMERS.

**TODAY'S GENERATION** WANT TO SEE INSTEAD OF SMALL SUSTAINABILITY PRACTICES, HOW RADICAL CHANGES ARE IMPLEMENTED AND RADICAL DECISIONS ARE TAKEN. TODAY'S GENERATION WANT TO SEE RADICAL CHANGES IMPLEMENTED AND RADICAL DECISIONS TAKEN, RATHER THAN SEEING INEFFECTIVE SUSTAINABILITY PRACTICES.



# HAPPY DAYS

## EMOTIONAL WELLNESS FOR ALL

Some foods are scientifically proven to make you happier. Eat until your heart's literally content. For years, researchers have treated what we eat as a role player in our emotions and science has proven what we put in our mouth affects what comes out of our head.

As mental and emotional wellbeing takes center stage in 2021, there will be an increased interest in indulgent food and drinks to help de-stress and disconnect from the everyday.

There is a huge opportunity for brands, retailers and restaurants to rise up to the occasion with some mood enhancing food and sweets to help people feel better and happier.

### MIXED BERRY DRESSING

Certain flavors in berries have a chemical similarity to valproic acid, which is a prescription mood-stabilizing drug. The flavonoid anthocyanidins found in berries also reduces inflammation, which has been associated with increased rates of depression.



### ZA'ATAR QUINOA TOPPING

A flavonoid found in quinoa, quercetin, has been shown to have antidepressant effects.

### BANANA CAROB DRESSING

Everyone knows bananas are full of potassium, but what you may not know is that they also contain tryptophan, a brain chemical that helps to regulate mood.



### DARK CHOCOLATE BALSAMIC DRESSING

Dark chocolate is a good source of antioxidants, but it's also been found to reduce the stress hormone cortisol.



### SPINACH WALNUT PESTO

Spinach contains folic acid, which alleviates depression and reduces fatigue. Also eating walnuts can improve brain function. Contributing factors include walnuts' high antioxidant content, vitamins and minerals, and that they contain a large amount of alpha-linolenic acid, a plant based omega-3.

### APPLE DRESSING

Eating salads with apple dressing, produces a calming effect, creates more energy, and increases overall happiness.



# BRIDGES OF TASTE

Walls rose between countries, cities and people. These walls will be demolished by the unifying power shared of meals. Some say localization will rise, this is not a trend, but a necessity caused by these rising walls. The world is an amazing place with a lot to experience. The new generation is fed by intercultural richness, and we will witness more taste transitions in the coming years.

There is nothing like food that unites people. It is a natural connector, a conversation starter. Bridging people together around a common cause. Food knows no boundaries. With food we can build meaningful relationships.

As the curiosity and lust for other cuisines increase, we will see the sector following suit in embracing all corners of the world.



**FRENCH CUISINE**  
**ITALIAN CUISINE**  
**INDIAN CUISINE**  
**MEXICAN CUISINE**  
**THAI CUISINE**  
**SPANISH CUISINE**  
**MOROCCAN CUISINE**  
**JAPANESE CUISINE**  
**TURKISH CUISINE**  
**LEBANESE CUISINE**  
**GREEK CUISINE**  
**AMERICAN CUISINE**

## SEASONED SALT



**CAESAR (MEXICO)**  
**GREEK (GREECE)**  
**KAREDOK (INDONESIA)**  
**CAPRESE (ITALY)**  
**FATTOUSH (LEBANON)**  
**TABBOULEH (LEBANON)**  
**SOM TAM (THAILAND)**  
**OLIVIER (RUSSIA)**  
**KARTOFFELSALAT (GERMANY)**  
**SUNOMONU (JAPAN)**

## SALAD DRESSING



# HEALTHFULNESS

THE CONCEPTS OF VEGANISM, NATURALNESS, FREE FROM, ORGANIC AND SUPER FOODS WILL CONTINUE TO STAY IN PEOPLE'S RADAR IN 2021 WITH 'INTUITIVE EATING' AND "SUGARLESS" CONCEPTS COMING TO THE FOREFRONT.

# INTUITIVE EATING

INSTEAD OF COUNTING CALORIES, GETTING INTO INTUITIVE EATING AS A WAY TO GET BACK TO BASICS WHICH IS FOR MEANS FOCUSING MORE ON THE QUALITY OF WHAT'S ON YOUR PLATE AS MUCH AS LEARNING TO RECOGNIZE WHEN TO REACH FOR CERTAIN FOODS, AND HOW THAT AFFECTS YOUR MOOD AND ENERGY LEVELS WHEN YOU DO SO.

# ALTERNATIVE FLAVORS INSTEAD OF SUGAR

IT WILL BE A YEAR WHEN OUR "PALATES" WILL CHANGE AND WE WILL NOT NEED SUGAR THAT MUCH. INSTEAD, ALTERNATIVE FLAVORS WILL START TO ENTER OUR LIVES.



# ■ SPOONING NUTS



- ALMOND RAISINS WALNUT WITH BERRIES SAUCE
- PISTACHIO RAISINS ALMOND WITH BEER SAUCE
- SUGAR FREE SAUCES
- PLANT PROTEIN BASED DRESSINGS
- ANTI AGING AND SUPERFOOD SAUCES

# NOTHING NEW, EVERYTHING NEW

**BOTH CONSUMERS AND INDUSTRY STAKEHOLDERS ARE TRYING TO DEVELOP ALTERNATIVE USAGE METHODS AND PROCESSES BY DIFFERENTIATING EXISTING PRODUCTS. WELCOME TO THE CONCEPT "NOTHING NEW, EVERYTHING NEW".**

## LESS IS MORE IN DIFFERENT WAYS

The new generation likes to try its values with different purposes in order to use the right resources at its disposal and to reduce environmental impact. Using any sauce as both marinating and topping, creating different alternatives from the flavors at home which triggers the intuitive development of gastronomy and also feeds the creativity of the consumer.

As a manufacturer, we continue to develop products suitable for a variety of uses that will enhance these experiences. In addition, instead of limiting the categories on a product basis, informing consumers with usage suggestions by giving product names on the basis of kitchen and main flavor carrier will enable the development of new usage alternatives.

*As Chef Seasons, one of the leading innovative companies in the gastronomy sector with more than **2500 products and 7200 recipes**, we believe that shopping in these product groups is pleasure-oriented rather than necessity-oriented. Lifestyle changes, cultural development are the driving force of our innovation strategy.*

## NEW PRODUCTS THAT WILL ENTER OUR LIVES IN 2021;

- BREAD TOPPINGS
- TORTILLA SPREADS
- NOODLE & MACARONI SAUCES
- MAC & CHEESE
- TRADITIONALLY SMOKED PEPPERS
- COLLAGEN DRESSINGS
- MANGO HEMP DRESSING
- VEGAN, GLUTEN FREE, OIL FREE
- RASPBERRY VINAIGRETTE
- SALAD DRESSING
- CURRIED ALMOND DRESSING
- SOUTHWESTERN BLACK BEAN DRESSING
- CREAMY CASHEW CAESAR SALAD DRESSING
- LOW FAT VEGAN CHEESY PESTO



# FLAVOR ENGINEERING

# We're

## PROUD OF THE COMPANY WE KEEP

CHEF SEASONS PRODUCTS REACH MORE THAN 80 MILLION CONSUMERS IN MORE THAN 30,000 SALES POINTS IN 34 COUNTRIES TODAY. WE ARE PROUD TO BE WORKING WITH TURKEY'S AND THE WORLD'S LARGEST REATLIERS, RESTAURANT CHAINS AND FOOD SERVICE COMPANIES. WE HELP OUR PARTNERS ACHIEVE COMPETITIVE ADVANTAGE WITHIN THEIR RESPECTIVE CATEGORIES.

## INNOVATIVE

AT CHEF SEASONS, INNOVATION IS OUR CULTURE, OUR CLAIM TO FAME. FROM OUR PRODUCTS TO PACKAGING, FROM TRACEABILITY TO PROCESSES, FROM FOOD SAFETY TO OPERATIONAL SYSTEMS, WE CONTINUOUSLY SEEK SMARTER WAYS TO GO ABOUT THINGS. AND WITH OUR CLAIMED CHEFS AND EXPERT TEAM IN THE HOUSE, WE CONSTANTLY OBSERVE, RESEARCH AND TAP INTO THE HOTTEST TRENDS TO DEVELOP THE TASTIEST OPTIONS WITH A QUICK TURNAROUND.

## RELIABLE

AT CHEF SEASONS, WE BELIEVE IN LONG LASTING PARTNERSHIPS. THAT'S WHY OUR WORD IS OUR PROMISE TO OUR CUSTOMERS AND PARTNERS. FROM OUR DELIVERY TIMES TO OUR PRODUCT QUALITY, FROM OUR TREND REPORTING TO OUR ONGOING STRATEGIC AND FLAVOR CONSULTANCY, OUR PARTNERS CAN BE ASSURED THAT THEY HAVE THE RIGHT PARTNER BY THEIR SIDE.

## AGILE

WE KNOW REALLY WELL THAT COMPANIES THAT KEEP UP WITH THE TIMES ARE THOSE THAT THRIVE IN THE EVER-CHANGING DYNAMICS OF THEIR INDUSTRIES. ONE OF OUR KEY STRENGTHS IS OUR AGILITY. ONE QUALIFICATION THAT'S MOST APPRECIATED BY OUR PARTNERS. WE HAVE THE ABILITY TO RESPOND TO OUR PARTNERS' NEEDS MUCH QUICKER THAN ANYONE IN OUR INDUSTRY.

Set out to leave a lasting imprint on people's palates, we are a manufacturer of *gourmet salts, seasonings, marinades, sauces, dressings, anti-aging spice blends, passionings, seasoning balls and herbs*. With more than **2,500 products, 7,200 unique recipes** and an ongoing pursuit of innovations, we take our flavors seriously and we take them beyond borders.



WE BELIEVE A TABLE IS A MEETING POINT WHERE THE EXPERIENCE IS ENRICHED WITH EACH GUEST'S PARTICIPATION... BE IT AT HOME, OFFICE OR A CONFERENCE ROOM.

**Join the Chef's Table,**  
SO THAT WE CAN MAKE THE FUTURE TASTIER TOGETHER!

  
**CHEF seasons**  
*tastier together*