

Smoke, Leather & Tea: A Survey of 2015 Trends

A recent spate of trend reports for the year heightened the emergence of unique ingredients, sensory combinations and global influences. Herein is a survey of some of the year's leading themes.

Tea Time

Tea flavor profiles for the summer months can vary from tangy to aromatic to variants with a cool and fresh profile, according to Bell Flavors & Fragrances. Meanwhile, consulting firm Sterling Rice Group (SRG) has focused in on matcha, a green tea high in nutrients, which can be incorporated into ready-to-drink formats. Sensient, on the other hand, looks to cascara, or sultana, tea, which is made from dried coffee plant berries and typically mixed with cinnamon.

F&F Floracy

Fragrance house Seven has identified floral influences in a range of on-trend fragrance profiles, from "Illuminated Minerals," which pairs transparent florals with sheer, metallic, cool aldehydes, to "Cubic Color," which combines fruity florals with contrasting spicy and citrus notes. Meanwhile, Bell has looked to floral notes in marc-de-champagne truffles, which create a wine-cocktail impression appropriate for female consumers. On the other hand, Sensient has identified the mild flavor of desert wildflower for an accessible, though polarizing, profile.

Oud & Leather

Oud and leather compositions will appeal to consumers seeking oriental fragrances, Bell says. Meanwhile, Seven foresees an oud resurgence, which will accompany popular rose and trendy



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leather notes in the marketplace. In particular, oud's rich, musty, woody-nutty scent will provide an attractive background.

Citrus

A number of trend reports have identified a range of citrus notes impacting sensory trends. Sensient focused on Satsuma, a Japanese orange varietal, which can be paired with salt for a savory approach. Meanwhile, Seven has identified citrus notes, in contrast with spicy notes, in a fruity floral scent trend. Finally, Bell has identified dominating orange and lemon profiles in chocolates, ice creams, fruit gums, candies and soft drinks. These profiles can be innovated with notes of blood orange, tangerine and grapefruit.

Up in Smoke

Among the trends identified by Phil Lempert, AKA the Supermarket Guru, was smoke. From vegetables (tomatoes) to butters to cocktails, this tonality is on the rise, particularly as at-home cooks begin to experiment with the technique. Sensient has also identified the increase in smoked, burnt, roasted and toasted flavors. This type of profile can be paired with vanilla- or brandy-infused Chantilly cream for a unique flavor experience.

Asian Influences

SRG has identified a range of Asian influences in emerging trends, particularly the rise of Filipino food and the use of coconut sugar, which has a low glycemic index and is at home in many Southeast Asian flavor profiles. Comax Flavors notes that the 2012 U.S. Census has tracked the Asian population to expand from 15.9 million people today to 34.4 million people by 2060. On-trend flavor profiles illustrating this population growth include butterscotch curry, cherry yuzu and sriracha maple. Research firm Canadean has targeted Southeast Asian cuisine for growth in the wake of the Indian food trend. Finally, Sensient has identified an on-trend flavor profile, maple mirch, which pairs an Indian chili pepper with a traditional North American flavor profile for a unique mix of heat and sweet.



Maple, whether paired with sriracha or an Indian mirch chili pepper, offers a unique twist on sweet-heat profiles.

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