

# Interpreting the flavour of time

Sensient Flavors presents its 2019-2020 'Trends to Taste' report.

Sensient Flavours presents a new collection of 'Trends to Taste' flavours. The range of six state-of-the-art flavours is based on the company's latest insights into consumer interpretations of the past, present and future. The flavours not only give final applications a new aromatic kick; but also inspire insight and achievable innovations that can help narrow the gap between a brand and its consumers.

Where does the story of your product belong – the past, present or future? By addressing this question, Sensient Flavors is offering food and drink manufacturers the latest insights into consumer attitudes. Published annually, the 'Trends to Taste' forecast encompasses the company's syndicated research and horizon-scanning capabilities in pursuit of one clear goal – capturing the latest consumer trends and transferring them into a flavoursome, aromatic language.

Its team of flavourists has examined current consumer perception of past, present and future times. For each dimension, they identified both positive and negative feelings, which are strong drivers of consumer behaviour. By turning these insights into a flavour collection, the company has created six avant-garde offerings that mirror specific consumer attitudes to each time dimension, and help drive stronger product performance in the marketplace.

## Engaging the past

While some of us associate the past with positive feelings of nostalgia, stability and comfort, others use yesteryear to make changes to their future. To reflect the emotions of the former, Sensient Flavors has developed a new variation of Poudre Douce – a warm and comforting



medieval spice blend for use in various foods from roasted meats to bakery items. By contrast, Romeu e Julieta – a flavour combination of traditional tropical fruity guava paste and subtly sweet cheese – was designed to create both a new sensory experience, as well as acknowledge the feelings of the latter group of consumers.

## Controlling the present

More and more people consider the modern world to be immersive - an interactive experience to be explored. For these shoppers, the flavour expert presents the aroma of Timut Peppercorn – a plant highly appreciated by Himalayan natives for its versatile properties. Characterized by peppery notes in combination with zesty fruit aromas, it helps create tailored products that tap into interactive indulgence.

However, there are also an increasing number of people who are rather overwhelmed by today's multi-sensorial stim-

ulation. For this group, Chocolate Toadstool with deep earthy umami and decadent chocolate notes helps create authentic products to satisfy a taste for diversion and escapism.

## Imagining the future

Today, future visions of a near-perfect society sit alongside dystopian predictions that necessitate a return to a simpler existence, and regionally focused eating. In addressing the utopian idea, Sensient Flavours embraces the ancient description of utopia as a land of "milk and honey", where honey means the sweetness of dates. Against this backdrop, the manufacturer presents Silan – a harmonic combination of brown dates with a slight bitter edge tempered with

creaminess.

Acknowledging the dystopian vision, the flavour company presents Fermented Yaupon, reminiscent of roasted tea enhanced with floral notes. As North America's only caffeine-containing plant, Yaupon promises a natural caffeine buzz and, thanks to fermentation – an age-old process used in the preservation of food and beverages – this offering also has a slightly sour edge.

"Our latest 'Trends to Taste' collection is designed to offer an understanding of emerging consumer trends, and their translation into actionable insights," says Ranbir Kooner, Marketing Manager EMEA. "Thanks to our forecast system, we have identified the consumer perspectives that influence their current decision-making and will guide food and beverage landscapes in the years ahead. Understanding the ever-changing trends helps developers to create more attractive products, and support their positioning for maximum effect." ◆