

Trendy Tastes

Quarterly Savory Insights

Presented By:



Fontana Flavors

Spring
2025



Global flavors are key to innovation

*One-third of 18-34 year old consumers rely on social media to learn about regional and international cuisine trends. The same percentage consider an international cuisine their comfort food. The popularity of East Asian snacks in particular among younger consumers are an example of how social media and the convenient nature of snack purchasing is opening the door for global flavor and ingredient innovation.

Fontana's East Asian Flavor Offerings:

KIMCHI

This traditional Korean fermented and seasoned cabbage side dish has become a staple on tables all around the world.

VG9636D Natural Kimchi Type Flavor

TONKATSU

A Japanese dish of breaded and deep-fried pork cutlet, typically served with cabbage, rice, miso soup, and a tangy tonkatsu sauce.

P8652D Tonkatsu Pork Type Flavor

XO SAUCE

A luxurious Hong Kong condiment made from dried seafood, cured ham, and spices, delivering a rich, umami-packed flavor.

M50076D Natural XO Sauce Type Flavor

The popularity of pickle brings briny flavors forefront

*Pickled and pickle flavored offerings have made their way to prominence in snacks and the food and beverage world at-large, with the crunchy, salty and tart treat being hailed as the Gen Z equivalent of what avocado meant to Millennials. Pickle has allowed for other briny flavors to share the spotlight. While olive is not as beloved and kimchi is not as well-known by consumers, snacking flavor innovation continues to be inspired by the promising path of pickle.

Fontana's Featured Briny Flavors:

- VGP6644D Natural Pickled Jalapeno Flavor
- VG2508D Natural Caper Type Flavor
- VG2666D Sauerkraut Type Flavor
- S50085D Natural Anchovy Type Flavor, Fermented Type
- VG51143D Natural Pickle Brine Type Flavor



Spicy & BOLD

*There is a strong interest in spicy flavors across various demographics. Approximately 73% of consumers express interest in seeing spicy flavors on menus, particularly in appetizers, snacks, and main entrées.

New spicy ingredients like hatch chilis and gochujang are attracting interest, especially among younger consumers who are more open to global flavors. These ingredients are being incorporated into snacks and other food items to offer a novel taste experience.

MARKET APPLICATIONS:

HATCH

Try: VGP9973D Natural Green Hatch Chili Flavor



GOCHUJANG

Try: MP9842D4 Natural Gochujang Type Flavor



*Source: Mintel Data

Featured spring flavors:



NATURAL GRILL SCRAPINGS FLAVOR MGR50071D

*Grilled flavors are popular across various food categories, reflecting a strong consumer preference for the taste and aroma associated with grilling. Specifically, 75.83% of respondents expressed interest in trying grilled preparations in protein, indicating a significant appeal.

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*Pesto has a high level of awareness and interest among consumers, with 94.16% awareness and 69.99% expressing any interest in pesto flavors in proteins.

NATURAL PINE NUT PESTO TYPE FLAVOR M0853D

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NATURAL CHARRED TOMATO FLAVOR VGT7226D2

*In the US, tomato flavors are popular in sauces and condiments. Additionally, tomato-flavored items are part of seasonal menu innovations, reflecting a consumer craving for simplicity and freshness.

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