



2019 Food, Flavour & Product Trends



2019 Top Food Trends

Hela Spice Canada has used our network of industry resources to research and unearth the latest food industry trends.

Consumers are constantly searching for “new and exciting” foods that relate to the latest trends. The growth of “fad foods” has resulted in the food processing industry to strive to steadily introduce new and exciting products. Hela Spice Canada can assist in expanding your product portfolio with new flavour, appearance and structural differences to entice the consumer.

2019 Top Food Trends

- Clean labelling and transparency
- Sustainability
- Snacking
- Vegetarian, vegan and flexitarian
- Sugar reduction
- Meal kits, meal helpers and home delivery



Clean Label & Transparency

Consumers are demanding a clearer understanding about what they eat. This has resulted in a parallel drive for either “clean label” foods or foods that have ingredients that are easily recognized by the consumer. At Hela Spice Canada we have been successfully taking existing industry recipes and converting them to meet Canadian and American clean label requirements for a wide range of finished products.

Contact us with any project that you may have and we will assist you in maintaining product quality and minimizing the cost impacts.

- Consumers are demanding more transparency
- Average growth rate of 6.8% a year for clean label products
- 88% of consumers are willing to pay more for clean label products
- Regional differences exist in the definition of clean label to meet different countries’ standards
- Increased value in certifications like Non-GMO Verified, Organic Certified, Fair Trade Certified and Animal Welfare Approved





Sustainability

As the global population grows, the pressure on the food industry increases to provide enough food to meet these increasing demands without inflicting long term damage to the environment.

Consumers, retailers and processors are increasingly looking for sustainable sources of ingredients and components while delivering the same or superior eating experience.

General trends to follow:

- From palm oil to seafood to cocoa, having sustainable sources is a hot topic
- Food waste is one of the most highly discussed issues by consumer groups
- Food producers are researching ways to use the present "waste" products to produce good tasting, healthy and nutritious food products
- Sustainability is seen as a corporate goal by a growing number of global food companies



Vegetarian, Vegan & Flexitarian

The changing demand is growing rapidly for products that meet vegetarian, vegan and flexitarian style diets - products that are usually produced using vegetable sources.

Hela Spice Canada has been involved in this marketplace for over 20 years and we are constantly developing products and concepts to emulate animal protein-based products in flavour, texture and preparation. As well, we have developed a whole series of great tasting products based on exciting grains, pulses and beans.

- Key area for growth for many food companies
- Growth in consumers following vegetarian, vegan, flexitarian, paleo, keto and other special diets
- Convenience and familiar eating experience is key
- Consumers will pay more for great flavour and texture
- 15% of the US population identify as vegetarian or vegan
- 31% of consumers participate in meat-free days once per week
- Increase in companies developing reduced meat or blended products





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Snacking

Snacks are not just potato chips and pepperettes anymore. Every type of food product category is seeing new products that feed into this rapidly growing segment of consumer demand. Hela Spice Canada has the knowledge to create great tasting and distinctive snack foods and tweak the flavours to meet the evolving North American palate.

Hela Spice Canada has access to the latest snack food trends and flavour profiles from around the globe via our global company network. We are never short of ideas and concepts.

- Fastest growing and in-demand segment of the food industry
- Snack packs and healthy snack foods are the fastest growing sub-segment
- Millennials are looking for more “on the go” snacks due to a busy lifestyle
- Baby boomers are looking for healthier snack options

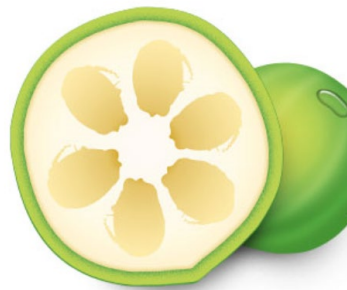


Reduced Sugar Use

Government regulatory bodies are now examining the health effects of sugar and some are looking to regulate sugar in food products, in the same way as sodium levels.



This is a growing area of concern amongst food processors today. Maintaining the flavours consumers have come to expect from their products while still meeting recommended sugar levels is key. Hela Spice Canada has a broad range of knowledge and have been working in various food categories to provide great flavour and healthy options.



- Consumers are still looking to satisfy their sweet tooth without the guilt
- As a large portion of the North American population ages, there is great motivation to reduce or eliminate sugar for health and fitness
- There is strong interest in more natural sweeteners like honey, agave, stevia, monk fruit and other non-traditional sources

Meal Kits, Meal Helpers & Home Delivery

There is a fundamental change in the way the urban consumer is purchasing food. They are being bombarded with different options for meals and have developed a desire for global products. Busy lifestyles have increased the need for consumers to purchase pre-portioned meal kits or meal helpers for a cook-at-home experience.

Processors need to be able to identify this trend and get on board with products that satisfy this need. The growth of cooked meal delivery services has also substantially grown as people are willing to pay for convenience, selection and quality.

- Numerous meal kits already popping up in the marketplace
- Millennials like to cook at home without having to portion out and search for raw materials
- Plenty of ready-to-cook delivery services already in the marketplace
- Rapid rise in home delivery services





Top Flavour & Ingredient Trends

Hela Spice Canada has worked with our network of Hela companies to uncover and understand the latest food industry flavour trends.

Food processors are spending valuable time searching for the next taste sensation. We have researched the latest trends and developed a quick reference chart of popular flavour and industry trends.

- African flavours
- Deep into Mexico flavours
- New Japanese flavours
- Mushrooms and seaweed
- Cocktail flavours
- Floral food
- Superfoods



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Africa

Consumers are showing a strong growing interest in traditional African flavours. At Hela Spice Canada, we have developed a variety of products that reflect this growing trend.

The hot and spicy blends give these products a distinctive twist which reflects the rich culture and heritage of a continent with flavours that are just waiting to be explored.

General information on what is happening in this category:

- A variety of restaurant chains are including African flavours in their menu options
- Recent studies have shown that over 50% of US consumers are actively looking for new hot and spicy snack options and African flavours are a perfect fit
- African berbere has risen dramatically in popularity in 2018 and will start to challenge piri piri in 2019



Ethiopian Berbere Chicken

Berbere is an Ethiopian spice blend. Several local varieties of this blend exist but the main components are paprika, allspice, cinnamon, coriander, ginger, onion, cardamom and black pepper. This flavorful seasoning blend works great as a rub for meat, poultry and fish as well as for stews, soups, grains and vegetables.



Shashuka

A traditional North African dish of poached eggs in a seasoned tomato sauce. Typical spices include garlic, cumin, paprika, cayenne pepper and nutmeg. This flavourful sauce also goes well with ground beef or chicken.



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Mexican

Products from Mexico have been a familiar staple in the North American food basket for decades and are showing no signs of slowing down. At Hela Spice Canada we are looking beyond the traditional, to bring new and exciting Mexican flavours to the consumer.

There are many new fresh and multi-dimensional flavour combinations just waiting to be uncovered. We would be glad to be your tour guide to reveal these new flavours and create exciting products that reflect the soul and history of a great country.

Mexico is not just tacos and burritos any longer. There is strong enthusiasm for:

- new regional food and flavour experiences
- Mexican seafood entrées
- Central and South American flavours



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Chile en Nogada

This patriotic Mexican dish is typically made in the month of September to celebrate Independence Day. The Mexican colours are represented by a stuffed poblano pepper with a cream flavoured walnut sauce garnished with pomegranate seeds. This dish is easily made vegan.



Chicken Tinga

Chicken Tinga, a classic shredded chicken taco or tostada filling prepared with sliced onions and a tomato chipotle sauce, is a full-flavored crowd pleaser. It has a smoky flavor with just enough heat from the chipotle. *Tinga* is served throughout Mexico. There is also a beef version.



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Japanese

Japanese flavour profiles and products are extremely familiar to the North American consumer. They are considered a very mainstream category, so the challenge is to keep the products exciting and enticing. Fortunately, there are many unique Japanese products to be discovered.

Hela Spice Canada can use our international reach to search out new product ideas and flavours that will resonate with consumers - everything from Japanese inspired snack foods to entrees to side dishes.

Japanese cuisine is constantly evolving.

- Popular flavours include yuzu, wasabi, matcha, umami and seaweed
- Growth in savoury flavoured desserts
- "Natural" as a growing consumer demand encompasses Japanese cuisine



Chicken Drunk on Ponzu

Marinated in Ponzu, a rich watery sauce comprising strong citrus notes from the yuzu fruit, and savoury notes from seaweed and bonito, is sure to have you staggering back for more.



Matcha Allergen-Free Frozen Dessert

A product for those who have been avoiding dairy, this matcha-infused frozen dessert will give them the chance to see what the fuss over green tea ice cream is all about.



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Mushrooms & Seaweed

Mushrooms have re-emerged as a superfood trend. At the same time, seaweed has floated upwards as a great food source. At Hela Spice Canada our team of experts have already been working with these two interesting products and can assist processors to explore these latest trends.

We are using a combination of science and art to develop a wide range of products that use mushrooms and seaweed as both flavours and functional bases.

- Mushrooms are expected to pop up in everything from protein substitutes to hot drinks
- The global seaweed market is expected to grow to over \$9 billion in sales per annum over the next 6 years
- Snack foods like crisps and jerkies can be created using mushrooms and seaweed with added spices/flavours
- Re-imagine recipes with the different types of mushrooms available today
- Nutritional and environmental benefits





Nori crusted Salmon

Nori is Japanese for edible seaweed and usually is used as dried sheets to wrap around sushi. Why not use crushed nori in a seasoned crust on salmon?



Portabella Jerky

Jerky, the backpack friendly snack, is now an available option for those with dietary restrictions.



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Alcohol & Cocktails

The latest trend is to expand traditional options to include a broad range of alcohol flavours. Add to that the nuanced flavours of cocktails to food products for an adult experience.

Hela Spice Canada has used both real alcohols and representative flavours to create new imaginative products as well as refreshing existing products. We can help you gain an advantage in this fast-growing segment.

- Cocktails and mocktails are growing in popularity as flavour bases in everything from meat products, snack foods, baked goods and confections
- Most popular alcohols are bourbon, whisky, champagne, prosecco and gin - they make great bases for value added product seasoning blends
- Mixed drinks like pina coladas, margaritas and mojitos readily lend themselves to many other categories to add great flavour and premium value



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Prosecco & Elderflower Liver Pate

A sweet, floral elderflower and prosecco mix are known to be a refreshing pairing as a cocktail. Together in a high protein, savory liver pate, makes for a great addition to classy snacking spreads.



New Orleans Bourbon Chicken

A sweet, savoury dish named after 'Bourbon Street' in New Orleans, Louisiana is a combination of American bourbon whiskey with aromatic flavours of ginger, soy sauce and caramelized brown sugar. Commonly found in Cajun-themed and Chinese restaurants, this seasoning can be used with a variety of meats.





Flowers & Herbs

Flowers have a strong regional presence as both a flavour and as a visual embellishment in a variety of products. At Hela Spice Canada, we have been reviewing existing products that contain both floral flavours and flower pieces to artistically add value and interest to new developments.

We can search the world for you and provide ideas and concepts that are sure to meet your sales growth goals.

- Products featuring flower flavours have grown by 135% in the last 3 years
- Most current products are ethnically or regionally targeted
- Products using floral flavours are available in every category
- Most popular flavours are rose, lavender, hibiscus and elderflower
- Have a very natural appeal and can provide exotic notes to almost any product



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Hibiscus and Sumac Prawns

The delicate profile of hibiscus pairs well with the tang of sumac. Together, these flowers can elevate the prawn to new culinary heights to become the centre of the plate or grill.



Turmeric and Ginger Cashews

The floral notes of turmeric and ginger are preserved and amplified in their roots, giving this nutty snack a refreshing zing.





Superfoods

Superfoods have been a growing trend for the last few years. We are seeing the growth rate increasing as consumers constantly look for food items that can deliver the benefits they are looking for without sacrificing flavour and convenience.

At Hela Spice Canada, we have developed many successful new products that address this trend, while remaining easy to produce and profitable for the processor. We can help companies in baked goods, non-meat, meat, dairy, confectionary, beverages and other targeted areas, develop new products that support this strong growth area.

- 20% of diners say that a superfood claim would encourage them to order a dish or beverage from a restaurant
- Health benefits from superfoods are an added bonus to consumers
- Popular types with high responses from consumers are hemp, matcha, maca root, spirulina, cacao and turmeric
- Consumers do not want to sacrifice taste for a superfood claim
- The explosive growth of kale into salads, baked goods and meat products is a great example



Turmeric & Mango Chia Pudding

A topper for a smoothie bowl or standalone snack, chia pudding is a great low sugar alternative - packed with vitamins, minerals and anti-inflammatory properties.



Puffed Grains Spirulina Crackers

Spirulina is a finely-milled blue-green algae powder that can be added to beverages, baked goods and snack foods for an added dietary supplement. This naturally sustainable food source is rich in iron and protein.



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More Products and Concepts Available!

Contact us for further information

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