



# 2020 Product & Flavour Trends

Spring 2020



# Product Trends 2020

*2020 is a new decade and a new way of looking at food and flavours. Consumers are showing a desire to embrace “new and different” - in flavours, product types, eating occasions and what food means to them. Our team at Hela Spice Canada is already on top of these new trends and is ready to assist.*

Utilizing our global culinary skills and knowledge to examine these concepts, Hela Spice Canada can create products and recipes to assist our customers to stay ahead in 2020. We have the capabilities and ingredients to guide you in any direction you wish to take with your product ideas.





# Plant-Based Everything!

Plant-based products are everywhere.

*Plant-based is now mainstream and provide options in almost every category of food and beverage consumption. Consumers are extremely accepting of new plant-based choices and the big determining factor is “taste”, just like the meat or dairy alternatives. At Hela Spice Canada, we have been working in “plant-based” for well over 20 years and have a broad level of experience with all commercially available protein sources like soy, wheat, pea, fava, rice, potato, hemp and canola.*

We are expanding technologies in all food categories from burgers and sausages to dried snack sticks and roasts. If you can conceptualize it, Hela Spice Canada can make it. How about these ideas:

- Vegan Roast Pastrami Slicing Log
- Vegan Lemon and Chocolate Sliver Iced Dessert
- Vegan Dried Shelf Stable Pepperoni Flavoured Snack Sticks
- Vegan Formed Chicken Flavoured Breast
- Vegan Prime Rib Flavoured Chunk Stew
- Vegan Chicken Pot Pie





# Consumption Consequences

Peer scrutiny of your environmental footprint

*With social media communication there has been an increase of peer scrutiny of consumers' lifestyles to minimize the footprint - whether it be reducing plastic, purchasing plant-based products, ethically sourced or local. Consumers want to feel that their purchases can make a difference to make the world better.*

So how can a food processor meet these emerging needs? At Hela Spice Canada, we have extensive experience in plant-based products to supply ethically sourced ingredients and develop a wide range of products using locally sourced ingredients. Examples of products that meet these trends are:

- Maple Sugar and Garlic Vegan Sausages
  - Easy to produce, allergen free – a delicious traditional style sausage. Available in many flavours.
- Blended Meat and Vegetable Protein Entrees (50% Meat / 50% Vegetable Protein)
  - Roasted "Skin On" Turkey Breast
  - Honey and Mustard Roast Ham
  - Homestyle Roast Beef



# The Rise of the "One"

## Single occupant households

*The fastest growing segment of home occupancy is the single occupant household. This creates a need for a far different food delivery system than previous or present! Single serve packages are in demand, but contradictorily they must not increase the use of packaging.*

We can help you with great ideas for convenient single serve products ranging from meatballs in sauces to marinated and seasoned chicken breasts to microwaveable roast beefs in gravy. Hela Spice Canada has the knowledge and creativity needed to assist our customers in producing a wide range of delicious and attractive products that can be delivered in either frozen or fresh ready to cook packaging.

- Prime Rib Beef Slices in a Wine au Jus
- Cajun Seasoned Sous Vide Pork Chop
- Vegan Swedish Meatballs in a Triple Mushroom Lingonberry Gravy
- Pre-cooked and Clean Label Italian Sausage Dices for pasta dishes

Our innovative R&D team is ready and able to assist you in exploring options in this category.



# Snacks on the Run

Grab a piece of this segment that's going mainstream!

*Snack foods have always been a part of the food industry, but rapid changes in consumer lifestyles have made this shelf stable segment one of the fastest rising sectors. Snack foods are not just meat sticks any longer. Growth in the meat chip, meat chunk, meat crumbles and vegan options are the next big wave and Hela Spice Canada has the experience to assist in developing any type of snack you can imagine!*

Let our creative minds work with you to uncover great new products to capture your piece of the market. Consumers are looking for convenience and healthy nutrition and we can help. How about products like these:

## Meat-based protein

- Korean BBQ Flavoured Meat Chips
- Asian Sesame Turkey Jerky
- Chorizo Pork Sausage Discs
- Dried Pulled Fajita Flavoured Chicken

## Vegetable-based protein

- Pea-based Pepperette
- Wheat-based Smokey Jerky
- Salsa Criolla Soy Chips



# You Need to be Flexible Today!

Flexitarian is much more than vegetarian.

*Imagine a food industry that had no segments. Meat, food, pasta, salads, non-meat and vegan were all combined as a single way of eating. Well, there is a growing indication that this is how a rapidly growing segment of consumers are eating. The motivations are many from health to environmental concerns to innovative choice, but the one thing that can't be sacrificed is flavour!*

We don't want to brag, but Hela Spice Canada has been developing products that fit into this flexitarian lifestyle for close to 20 years. We have the knowledge and capabilities to accelerate your product development in blended meat and vegetable protein products or straight veggie products in a wide range of product choices.

## Blends

- Prime rib and pea protein patties
- Chicken and wheat gluten chicken nuggets
- Skin-on turkey, wheat and pea roasted breast
- Low fat pepperoni made from pork, beef and soy

## Vegetable Protein Only

- Hot dogs in a variety of vegetable proteins
- Canadian bacon style sliced wheat and soy
- 3-D formed vegan poultry breast
- Fully dried 3 Pepper Salami in pea protein

You Need to be Flexible Today!



# CBD Everything!

Become the leader in cannabidiol infused products.

*Canada has the opportunity to lead the world in the development and commercialization of products that contain CBD. Hela Spice Canada can help with the ideation of new concepts and work on maintaining great flavour and texture after the addition of CBD to a product.*

Where do you want to go? We can guide you to make great products in the vegetarian, bakery, dairy, meat, snack food, nutritional and beverage sectors. Our ability to create great identifying and/or nuanced flavours in all food categories, is a big step forward to commercializing CBD infused products.

How about these product ideas:

- CBD Infused Cherry Chocolate Granola Snack Bars
- Formed Pork and Textured Soy Jerky with CBD
- Green Apple Matcha Protein Drink with CBD
- Salt and Vinegar Formed Potato Chip with CBD





## Flavour Trends 2020

*2020 is expected to be the year for spicy culinary exploration, adaptogens and reduced sugar/salt consumption. These exciting trends offer food processors to work with familiar product options and add a new value-added twist to capture new sales and profits.*

Hela Spice Canada has used our culinary skills to combine these trends in interesting and authentic products. We have created recipes and developed a whole new wave of exciting seasoning, flavour and product concepts for the 2020 food marketplace.

- Spice with complexity
- Explore the Middle East
- Vacation in Vietnam, Laos, Thailand, Cambodia and Myanmar
- Adaptogens are healthy
- Reduced salt and sugar make way for sour and flavour





# Complex Spice Blends

The heat wave has evolved.

*After years of wanting to explore even hotter peppers like ghost peppers, Carolina Reapers and the Trinidad Scorpions, consumers still want spicy and hot with a more complex flavour portrait. Hela Spice Canada is already working on this trend by looking at other regional peppers (Calabrian, Ancho, Pasilla) as well as nuanced and complex seasoning blends that offer a layered flavour experience.*

Let us work with our global divisions to deliver exciting new flavour profiles for you to delight your customers. Whether you want to go mild or wild, we have the knowledge and capability to help you get there.

Here are some ideas:

- Calabrian Chili Slow Roasted Pulled Pork
- Herbed Chicken Wings in a Chocolate Pasilla Sauce
- Cherry Ancho Chili Beef Casserole
- Vegan Aji Verde Chicken Style Strip



# Middle East Exotic Warmth

An absolute must try!

*Exploring the world is something that most people want to do. One of the easiest ways to do this, is exploring with your food and flavour choices. Let Hela Spice Canada be your tour guide to the wonders and excitement of the Middle East.*

We can assist you in developing products with authentic Middle Eastern flavour and appearance! Explore far beyond Lebanon, Syria and Israel. We can help you to look at Persian, Turkish and Afghani flavours and concepts.

How about a...

- Jujeh Kabob
- Persian Khoresh Bademjan Chicken and Eggplant Stew
- Chapli Kabob
- Torsh Kabob
- Turkish Koylu a slow roasted Chicken





# Southeast Asian Flavours

The trendsetter continues to expand.

*Southeast Asian flavours have dominated the food sector for several years, but in 2020 consumers are looking for new Asian flavours and flavour infusions. Hela Spice Canada can take you on a taste tour of Vietnam, Cambodia, Laos and Myanmar to explore delicious new eating experiences.*

Let us help you capture this market with these Asian flavoured and spiced creations. And we have many more.

- Buthi Kyaw Inspired Battered Butternut Squash with Tamarind
- Vietnamese Summer Lemongrass & Jalapeno Chicken Balls
- Khao Soi (a Laotian simmered pork dish that is creamy, slightly sour and a nice level of tomatoes)
- Thai Lime Seasoned gluten-free Goat Cheese Balls



# Adaptogens

Be the first to capture these sales opportunities!

*Adaptogens are herbs and roots, like ginseng, that can be combined into food products to provide more than just flavour. This is a growth of the superfoods concept and employs non-toxic herbs believed to help the body resist a variety of stressors. Some of these herbs have exotic and polarizing flavours and Hela Spice Canada can use our experience in masking flavours to create delicious and nutritious products.*

How about these starting points for Adaptogen products?

- Honey Ginseng Allergen Free Protein Drinks
- Wild Blueberry, Turmeric and Agave Vegan Ice Dessert
- Holy Basil and Licorice Root Hot Beverage





# Bitter, Earthy and Sour

Not just for mixed drinks

*With the substantial reductions in the use of salt and sugars in the food industry, the flavour of many traditional food products has changed. This has led to consumers starting to explore products with traditionally bitter, sour and/or earthy tastes to get back some flavour experience. These are sometimes based on alcohols or sour fruits or new spices that provide a very different flavour profile.*

The Hela Spice Canada R&D Team is ready to create something delicious that will stand out from the traditional choices - enjoyable food products that that will keep your customers coming back for more.

Some examples:

- Unsmoked Juniper and Garlic Bacon
- Filipino Calamansi and Soy Marinade
- Coffee and Ham Breakfast Sausage
- Beetroot, Mint and Yogurt Snack Seasoning



# More Products and Concepts Available!

Contact us for further information

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