



2021 Flavour Trends

Winter/Spring 2021



Sweet Heat

The heat wave has evolved

Consumers' continued affinity towards the hot and spicy is evident again this year. They have demanded the hottest, they have asked for complexity and now consumers want their heat balanced out with some sweetness.

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:

- Bee-sting Hot Honey Sausages with Calabrian Chili
- Maple Jalapeno Chicken Wings
- Scorchin' Honey Garlic Smoked Sausage
- Aji Amarillo and Pineapple BBQ Rub
- Korean BBQ inspired Nduja with Gochujang



Food Exploration Comes Home

The search for bigger, bolder flavours

The COVID-19 Pandemic has forced consumers into their home kitchens and away from restaurants. This has led home cooks to get increasingly adventurous with their cooking. Home cooks are looking around the globe for new flavours to feed the desire for culinary exploration!

Whether you're looking to develop a range of products with a North African flavour profile or want to get to know the intricacies of regional Chinese cuisine, Hela Spice Canada has the knowledge and is here to help.

How about:

- Chinese Style Hong Shao Rou Beef Jerky
- Sichuan Hot Pot Cook-in-Bag Chicken Dinner
- Chapli Kabob
- Moroccan Tagine Cook-in-Bag Dinner
- Japanese Miso Glaze
- Vietnamese Summer Lemongrass & Jalapeno Chicken Balls



Breakfast Reimagined

The most important meal of the day, again

The COVID-19 Pandemic has changed the way that we work and learn. With more people working and learning from home, there is more time to prepare a real breakfast every day. Capitalizing on this trend can result in a lasting impact on buying habits once the pandemic is over.

Let us help you capture this market with these delicious breakfast options that will give anyone a reason to get up in the morning.

- Bacon, Egg, and Cheese Breakfast Sausages
- Maple Flavoured Quebecois Style Cretons
- Shakshuka Cook-in-Bag
- Red Eye Breakfast Sausage – Coffee and Ham
- Juniper and Garlic Smoked Bacon



All About Flavour (Plant-Based)

Flavours that will entice your taste buds

New plant-based options have recently captured consumers with their meat-like texture, colour and flavour, but consumers are looking for more! More meal occasions, more flexibility, more customization - offer plant-based options to your customers that are more than just a simulated meat, but a full flavour, and flexible plant-based option to fit many meal options!

How about these starting points for flavourful, plant-based proteins?

- Ghost Pepper and Molasses Protein Balls
- Red Pepper and Caramelized Onion Plant-based Burgers
- Mexican-style Chorizo Crumble
- Fermented Sweet and Spicy Plant-based Snack Sticks
- Spicy Jalapeno and Mushroom Plant-based Sausages



Botanicals Gone Wild

Explore the earth depths of flavour

The COVID-19 pandemic has changed how consumers see how food and drink fit into their lives. They are more than ever looking for food and beverage that have functionality in addition to great taste - foods that offer benefits like anti-inflammatory properties, aiding digestion, or that are rich in micronutrients. Consumers are seeing food as part of a holistic approach to health and immunity.

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:

- Yuzu and Miso Marinade
- Hot Ginger and Chili Meatballs
- Turmeric-infused Moroccan Chermoula Marinade
- Thai Basil and Lime Snack Seasoning

More Products and Concepts Available!

Contact us for further information

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