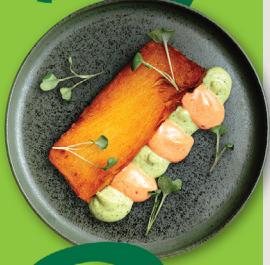


2026



Food & Flavor Outlook



Inspiration Guide

Uncover business-building opportunities in the year ahead, powered by impactful culinary trends and consumer insights.





Powered by Protein



Craveable Texture



Maximalist Flavors



Street Food Discovery



Crafted Condiments



Nutrition Meets Tradition

These six culinary trends are primed to make an impact

The 2026 FlavorIQ® Food & Flavor Outlook is built on a uniquely global approach.

Our experts find inspiration in everything from one-of-a-kind dining experiences to buzzworthy social media before validating our observations with compelling insights and comprehensive data.

The result? Six trends that reflect the flavors, wellness attributes and experiences that global consumers crave. From restaurant menus to retail shelves, these are the trends primed to make headlines in 2026.

Insightful double takes from our culinary experts



CHEF MARK SERICE
Vice President of Global Culinary, Griffith Foods

Our extensive culinary team, led by Chef Mark Serice, comprises chefs from all around the world. Six of these incredible culinarians have been paired up for “double take” discussions to explore each trend through the similarities, differences and exciting potential they see for reaching global audiences.



CHEF JORDI GÁLLEGO
Griffith Foods, Europe



CHEF JOMI GASTON
Griffith Foods, Asia Pacific



CHEF STEPHEN GIUNTA
Griffith Foods, North America



CHEF MICHAEL HORNBACK
Custom Culinary®, US



CHEF GIRISH KUMAR
Griffith Foods, Middle East



CHEF ANA SÁENZ
Griffith Foods, Central & South America



Want to pack protein into new applications?

The potential benefits of a protein-rich diet—such as satiety, muscle health and energy—are sought after by today’s consumers. And when protein-packed foods are affordable and craveable, it’s no surprise that they resonate with patrons across global markets.

Powered by Protein

48% of global consumers would like to increase the amount of protein in their diets.

FMCG Gurus, February 2025. MPP919, MPP964, MPP740

From social media to product reviews, online conversations about high-protein diets are growing globally.

Distinctive breakfasts, such as fiber-rich muesli with seaweed and pea protein, and easy-prep entrées like chickpea tagine stand out on crowded retail shelves. Restaurants are also catering to the demand, calling out high-protein menu items such as miso-ginger salmon bowls.

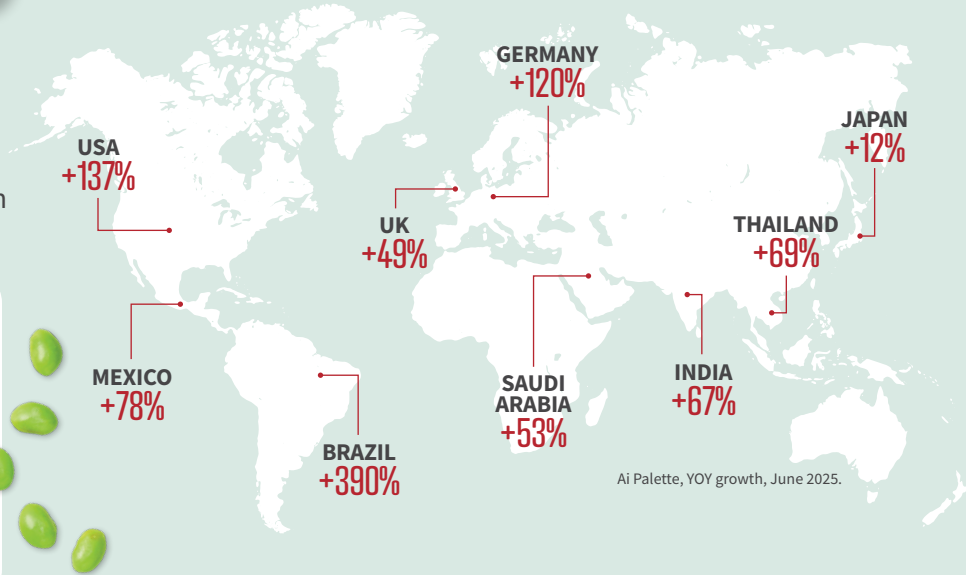
5 benefits consumers associate with protein consumption:

- Improved energy levels
- Increased muscle mass
- Help in staying active
- Improved bone health
- Immune system support

FMCG Gurus, March 2025. FCT636

High-protein snacks continue to grow. In Spain, traditional sausages and lupin beans have been repositioned for the protein-conscious consumer. South African corn wafers claim to be an energizing, low-fat source of protein. Bold packaging supports the high-protein claim on Korean peach-cheese bagel chips.

Thanks to advancements in mycoprotein, pea protein, mung bean protein and microalgae, we expect to see even more innovation in the plant-based protein space.



Consumers turn to a wide variety of everyday foods to boost their protein intake:

BREAD **SNACK BARS** **Fish** **PLANT MILK**
CHEESE **Eggs** **POULTRY** **SAUSAGE**
MILK **RED MEAT** **SEEDS** **Pulses**

FMCG Gurus, March 2025. MPP489

CULINARY DOUBLE TAKES with Chef Jomi and Chef Stephen

Our chefs took inspiration from classic dishes and traditional cooking techniques, incorporating protein-rich ingredients that reflected their individual approaches to development. As Chef Jomi notes, creative executions of this trend can showcase not just protein content, but “variety, sustainability and cultural flavor.”



“By working with a variety of plant- and animal-based protein sources, we can help people achieve more balanced diets, focused on satiety and essential nutrients.”
- CHEF STEPHEN



Chef Jomi’s top 5 protein-boosting techniques

1. Marinate with soy or fish sauce
2. Use dried seafood
3. Incorporate fermented beans
4. Add nuts, such as cashews
5. Mix plant proteins into soups and broths

Create and Innovate Our chefs have created unique recipes to demonstrate their takes on the **Powered by Protein** trend.

Chef Stephen prepared a “super burger” with high-protein ingredients in the patty, condiments and carrier. His blended sweet potato, red quinoa and grass-fed beef patty was served on warm flatbread with tomato-date ketchup, moringa aioli and garlic pickles.



Chef Jomi topped a creamy mushroom omelet with warm silken tofu, dressed with a spicy peanut sesame mala sauce. He added even more protein and texture with a green onion and poached shrimp salad.



Learn about our chefs’ inspiration behind these recipes. Click or scan the QR code to watch the video.



Ready to discuss partnership and product development opportunities? **Contact your Custom Culinary® representative or visit our website to get started: customculinary.global**

Global Spotlight Retail offerings and restaurant menus are being **Powered by Protein** to align with the demands of today’s consumers. Here are some ways we’re seeing the trend play out.

USA: coffee chain offering flavored protein cold foams as beverage toppers || **Canada:** edamame, fava, pea and almond snack mixes with high-protein claims || **Chile:** double protein smashburger topped with shredded ribs, BBQ sauce and coleslaw || **Austria:** Caesar dressing made with skimmed milk powder, milk protein and egg protein || **France:** whole grain protein pancakes, served with organic yogurt and fresh fruit || **India:** “protein bomb” salad with lentils, chargrilled vegetables, cottage cheese and hummus || **UAE:** high-protein tuna salad served in a wrap made with protein-enhanced dough || **South Africa:** quinoa protein bowl topped with poached eggs, spinach and gochujang || **Japan:** protein powder mixed into massaman curry, served over spaghetti || **Thailand:** kai jor—minced chicken rolls, made with protein-rich wolffia (duckweed)





CHEF ANA SÁENZ
Griffith Foods,
Central & South America

CHEF GIRISH KUMAR
Griffith Foods,
Middle East



How can you create a multisensory experience?

Today's consumers want dining experiences that fully engage the senses. From extra crunchy paprika potato crisps to pillowy soft Japanese milk bread, extreme textures bring excitement to restaurant and retail offerings around the world.

43% of global consumers enjoy food and beverage items with interesting textures.

FMCG Gurus, March 2025. FCT945-FCT027

On the sweet side, Korean cracking lattes have gone global as coffee shops encase iced beverages in chocolate shells. Even the iconic Dubai chocolate bar takes on new forms, such as crispy churro fries topped with shredded kataifi, dark chocolate sauce and crunchy pistachio brittle in Germany.

Savory items with memorable textures include sandwiches, like the Vietnamese bánh mì—decadent pâté, crisp pickled vegetables and lighter-than-air pork floss nestled in crisp baguette. Or a limited-time offering in Singapore, featuring crunchy noodles, cheese and creamy mayo between fried chicken patty “buns.” Chewy pork meatballs, glutinous rice balls and mochi exemplify “QQ,” the Taiwanese term for bouncy texture, and are growing on the global stage.

Consumers crave texture to satisfy four major needs:

- Sensory engagement
- Curiosity and challenge
- Product differentiation
- Premium perception and social value

FMCG Gurus, March 2025. FCT636

Craveable Texture

% of global consumers who enjoy the following textures:



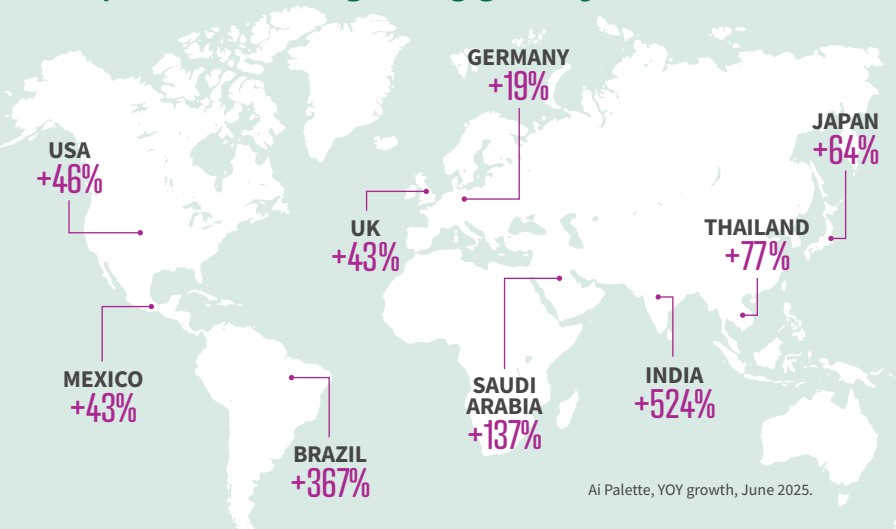
FMCG Gurus, March 2025. FCT945-FCT027



The Japanese language contains a whopping **445** words to describe texture!

Kendra Pierre-Louis, “Can texture change the way food tastes?”
Popular Science, January 18, 2022.

From social media to product reviews, online conversations about food texture are growing globally.



Ai Palette, YOY growth, June 2025.

CULINARY DOUBLE TAKES with Chef Girish and Chef Ana

Our chefs agree: flavor and texture need to work together to create memorable food experiences. Consumers are “highly sensitive to texture,” says Chef Ana, and delivering on expectations is a must. That said, unexpected textures can appeal to consumers’ curiosity and desire for novelty—so balancing the unique with the familiar is essential.

Create and Innovate Our chefs have created unique recipes to demonstrate their takes on the **Craveable Texture** trend.



Chef Ana served up a silky coconut flan, plated over a delicate coffee-panko crumble with nutrient-dense NutriAmor® coffee ice cream, crunchy coconut brittle and rich Griffith Foods Mochaccino Sauce.

Chef Girish filled lightly crisp puri shells with creamy avocado mash, chopped prawns marinated in Custom Culinary® Achari Seasoning and spicy Custom Culinary® Habanero Mango Sauce pani for a distinct mix of textures in a single bite.



“Texture is a powerful way to innovate and differentiate your offerings. It enhances flavor perception and keeps consumers engaged, bite after bite.”

- CHEF GIRISH

Chef Ana’s top 5 techniques for amplifying texture

- Frying
- Baking
- Braising
- Creaming
- Sous-vide

Global Spotlight Here are some of the inventive, fun and unexpected ways operators and manufacturers are showcasing **Craveable Texture** in their latest offerings.

Brazil: extra-crunchy chicken bites with a uniquely formulated breadcrumb coating || **China:** coconut milk “lava” encased in a hawthorn berry shell for a chewy, goopy snack || **USA:** white cheddar pretzel snacks, baked with an airy, crispy texture reminiscent of popcorn || **Japan:** savory, chewy mochi donut filled with creamy mashed potato and beef stew || **UAE:** breakfast tortilla wrap filled with fried macaroni and cheese and soft scrambled eggs || **Italy:** zucchini and basil croquettes with a rustic crunchy breadcrumb coating || **Sweden:** “cheese bomb” sausage, with cheese blended into the meat for a creamier mouthfeel || **Thailand:** buttery, flaky croissant oozing with warm salted egg custard || **South Korea:** soft, chewy beef jerky dried at a low temperature



Learn about our chefs’ inspiration behind these recipes. Click or scan the QR code to watch the video.



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CHEF JORDI GÁLLEGO
Griffith Foods,
Europe

CHEF ANA SÁENZ
Griffith Foods,
Central & South America



Ready to bring regional specialties to a wider audience?

From sidewalk carts to open-air markets, street food sparks the curiosity of patrons while

crossing borders—inspiring creativity across restaurant menus and retail products alike.

73%

of global consumers intend to maintain or increase their consumption of street food over the next 6 months.

Technomic, "Global Consumer Trends: Q2 2025 biannual update of shifting consumer usage and attitudes," 2025.

Convenience and excitement are paramount, as patrons explore new cuisines in lively settings. Easy-to-eat handhelds like West African suya and Peruvian anticuchos deliver authentic flavors but can be easily customized to market preferences. Mashups that play with flavor and format can also feed the desires of adventurous patrons. Take the spice bag, an iconic Irish-Chinese chicken and chip dish, transformed into a pizza topper at a popular UK chain. Or pad Thai-flavored popcorn, found on retail shelves.

Street food has even caught the attention of global culinary tastemakers. Food stalls in Thailand (serving crab omelettes) and Singapore (cooked-to-order pork noodles) have been awarded Michelin stars, demonstrating that outstanding food can also be completely approachable and inclusive at once.

4 big reasons why street food appeals to consumers:

- Convenience
- Enjoyment
- Value
- Novelty

Western Illinois University, "Understanding Global Street Food Consumer Behavior and Experience," 2024.

Street Food Discovery

Get inspired to incorporate street food into your innovation, based on these fast-growing global cuisines across regions:

In the US → Middle Eastern, Venezuelan and Vietnamese

In Europe → Portuguese

In Asia → Vietnamese

GlobalData, "Industry Insights: Cross-Cultural Influences in the QSR Channel," January 29, 2025.

\$11.3 BILLION
street food sales projected worldwide by 2029

Kentley Insight, Global Market Size & Growth Report: Food Trucks & Street Vendors, July 2025.



Food trucks and street vendors are projected to grow significantly over the next four years, across global markets.



Kentley Insight, Global Market Size & Growth Report: Food Trucks & Street Vendors, July 2025.

CULINARY DOUBLE TAKES with Chef Ana and Chef Jordi

For our chefs, street food serves as a gateway to authentic flavors and culinary traditions from around the world. Since familiar formats like grilled meats, dumplings and burgers take on so many regional variations, they're great jumping-off points for flavor exploration—including dipping marinades, dipping sauces and seasonings.



“Street food resonates with the entire world because it represents nostalgia, tradition, convenience, connection and discovery in a single trend.”

- CHEF ANA



Filipino flavor inspiration, 3 ways with Chef Jordi

- **QSR:** Inihaw BBQ Chicken Burger with Atchara Pickled Salad
- **SNACK INDUSTRY:** Filipino BBQ Crisps
- **PROTEIN PROCESSORS:** Ready-to-Cook Filipino BBQ Skewer Meal Kit

Create and Innovate Our chefs have created unique recipes to demonstrate their takes on the **Street Food Discovery** trend.



Chef Jordi presented Inihaw na Boboy—pork skewers rooted in indigenous Filipino cooking and shaped by Spanish culinary heritage. Pork shoulder, marinated in Black Pepper & Garlic Sauce and glazed with Griffith Foods Banana Ketchup, was grilled and served with a refreshing green papaya salad.

Chef Ana prepared savory empanadas, stuffed with potato and chorizo picadillo prepared with Griffith Foods Molida en Minutos and Custom Culinary® Salsa tipo Inglesa. She served them with cabbage slaw and encurtido—pickled vegetables marinated in Custom Culinary® Mango Habanero Vinaigrette.



Learn about our chefs' inspiration behind these recipes. Click or scan the QR code to watch the video.

2026 Food & Flavor Outlook

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Global Spotlight **Street Food Discovery** means pushing the boundaries of regional familiarity with ingredients that are novel and exciting. Here's how operators and manufacturers are doing it.

Australia: baked potato topped with birria beef and vegetables, served with a cup of consommé || **Brazil:** vegan calzones filled with spinach, carrots, tofu, vegan provolone and onion || **UAE:** chicken shawarma, potato wedges and garlic sauce, baked in a personal-sized pizza crust || **France:** crispy tandoori chicken patty with vegetables and creamy sauce on a soft naan bun || **USA:** bánh mì reinvented as a French dip sandwich, with pho jus for dipping || **Singapore:** barbacoa-style tacos made with shredded shiitake mushrooms || **UK:** American-style cheeseburger filling in a traditional British hand pie || **India:** Korean-style pizza slides, for dining on the go without a plate || **Colombia:** open-faced sandwich with hummus, lentil patty, tomato, labneh, mint and parsley || **Canada:** Taiwanese fried chicken flavored peanuts—a garlicky, peppery, savory snack





CHEF JOMI GASTON
Griffith Foods,
Asia Pacific

CHEF MICHAEL HORNBACK
Custom Culinary®, US



Why pick just one flavor when you can have it all?

It's time to showcase the bold, over-the-top flavor combinations making dining and snacking truly unforgettable. Layers of smoky, spicy, sweet, sour and umami are shaking up tradition, bringing novelty, surprise and a rush of adrenaline across culinary categories.

Maximalist Flavors

61%

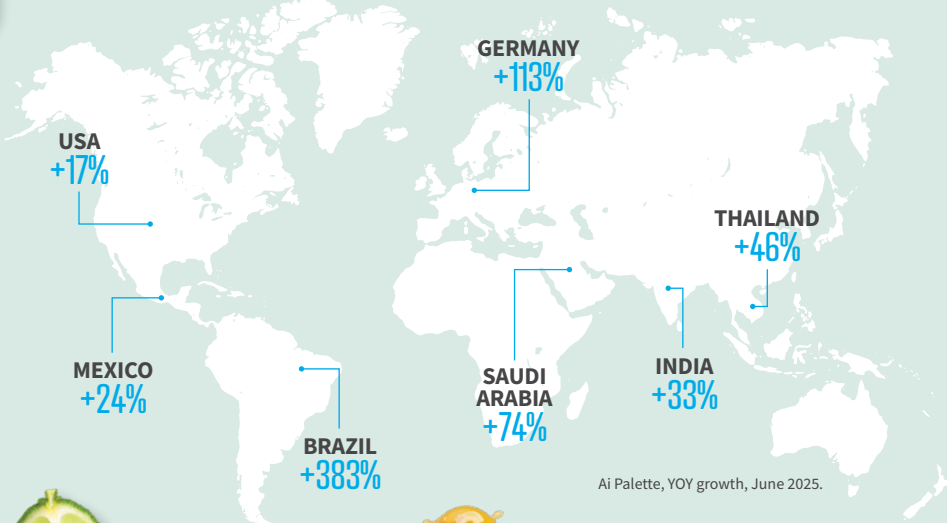
of global consumers enjoy food and beverage items with unusual flavors.

FMCG Gurus, March 2025. FCT768, FCT512

From social media to product reviews, online conversations about maximalist flavors are growing globally.

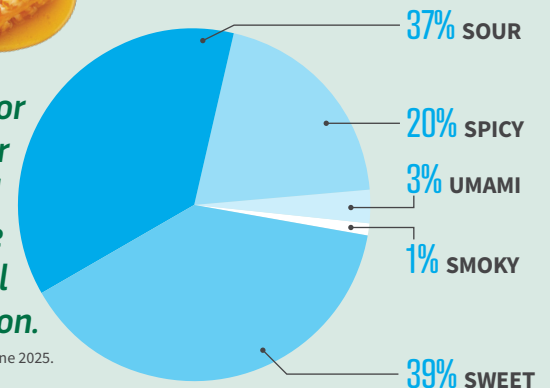
Unexpected ingredients enliven offerings like chickpea chips with ghost pepper and yuzu or a caramel BBQ sundae with peanut coulis—both found in Europe. In Malaysia, a burger chain paired smoke and umami for their cheese-stuffed pork katsu patty on a charcoal bun, topped with charred seaweed slaw. Umami-rich ingredients are also tempering heat in the snack category, spotted in crispy noodle chips with spicy togarashi, savory miso, porcini mushrooms and kombu.

An American restaurant made headlines for its parmesan cheese sundae: tangy soft serve with balsamic caramel, olive oil and thyme meringue. And in South Africa, patrons flocked to a chicken sandwich topped with jalapeño poppers, chile mayo and maple syrup. We're entering a new era of flavor where maximalism is championed, complexity is celebrated and more is definitely more!



While preferences for certain flavors differ by market, sweet and sour make up the largest share of global online conversation.

Ai Palette, June 2025.



81%

of global consumers say they enjoy trying new flavors, at least occasionally.

Technomic, "Global Consumer Trends: Q2 2024 biannual update of shifting consumer usage and attitudes," 2024.

CULINARY DOUBLE TAKES with Chef Michael and Chef Jomi

Finding success with bold flavors means taking the time to layer thoughtfully—“balancing intensity with harmony,” as Chef Jomi says. Chef Michael suggests incorporating elements such as fire-roasted vegetables, a pickled component, a bold sauce and a cooling counterpoint to build with intention, making those complex flavors memorable and appealing.

Create and Innovate Our chefs have created unique recipes to demonstrate their takes on the **Maximalist Flavors** trend.

Chef Jomi embraced bold flavors with his sea bass and oyster sour curry, inspired by traditional Thai Gaeng Som. The inclusion of lime, tamarind, fish sauce, Thai basil, lemongrass, Thai chilies, ginger, galangal and shallots balanced sour, sweet, spicy and umami-rich notes.



Chef Michael paired roasted escabeche vegetables, pickled in vinegar and Custom Culinary® Latin Chili and Latin Herb Flavor Concentrates, with a creamy Latin citrus drizzle, serving the flavorful ingredients over a savory farro base with tangy red onion and microgreens.



“Maximal flavors are fun, expressive and culturally rich. I can see even more cross-cultural mashups driving the next wave of flavor innovation.”
- CHEF MICHAEL

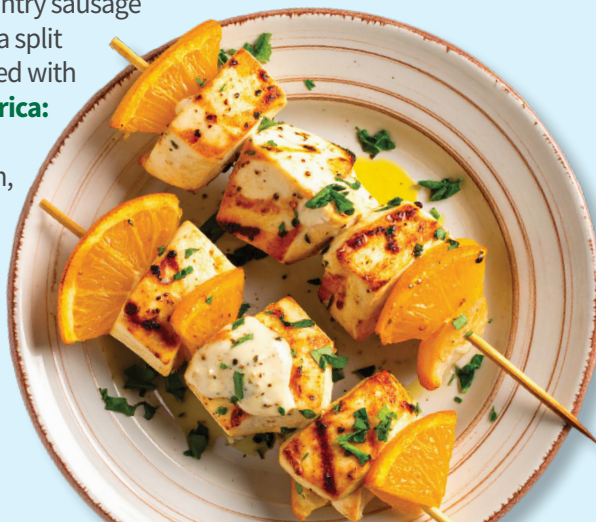


Chef Jomi's top 5 ingredients that maximize flavor

- Gochujang
- Thai curry paste
- Mala seasoning
- Fermented soybean paste
- Sriracha sauce

Global Spotlight **Maximalist Flavors** are bringing the fun to restaurant menus and retail shelves alike. Here are some ways we're seeing these curated yet impactful flavor combinations.

UAE: skewers of halloumi, orange slices and smoked lemon marinated chicken, drizzled with lemon pepper butter sauce || **Brazil:** corn and curry flavored bubble waffle made from mochi dough, filled with vegan cheese and chives || **China:** Thai Massaman curry beef flavored potato chips—spicy, sweet and slightly tangy || **Mexico:** mango and habanero popcorn, for a snackable twist on sweet heat || **Sweden:** BBQ-jalapeño marinated chicken breast fillets with mango-chili glaze || **Thailand:** corn-flavored bingsu (creamy shaved ice), topped with brûléed sweet corn, caramel sauce and corn flakes || **USA:** country sausage breakfast sandwich on a split blueberry biscuit, topped with sweet icing || **South Africa:** Mexican smash burger topped with sour cream, red onion, smoky guacamole and sweet potato and peanut butter mole sauce



Learn about our chefs' inspiration behind these recipes. Click or scan the QR code to watch the video.



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[customculinary.global](https://www.customculinary.global)



CHEF GIRISH KUMAR
Griffith Foods,
Middle East

CHEF STEPHEN GIUNTA
Griffith Foods,
North America



Which nutrient-dense ingredients have stood the test of time?

Time-tested, nutrient-dense foods—those higher in vitamins, minerals, fiber and protein and lower in saturated fat, sodium and sugar—serve as the “hero ingredients” meeting consumer demand for authenticity and wellness around the globe. Contemporary flavors bring new life to an array of herbs, legumes and grains that have been cultivated for thousands of years.

Nutrition Meets Tradition

55%
of consumers want to maximize their intake of “good” ingredients.

FMCG Gurus, June 2025. CN314, CN892

Health-focused chains are leading by example. A café in China pairs barley, lentils and soba noodle bowls with pomegranate-marinated sea bass and teriyaki salmon. And in France, nutritious ingredients

are featured in dishes like pesto chicken tabbouleh with bulgur, along with lentil, lemon verbena and pomegranate salad.

In retail, Guatemalan black corn tortilla chips are marketed as being rich in beneficial anthocyanins. An Indian pani puri snack made from puffed sorghum is noted for its protein, fiber and vitamin content. West African abobo, a bean and red pepper stew; falafel with kale, sweet potato and turmeric rice; and adzuki bean bibimbap are just some of the ready-to-heat meals showcasing the diversity of nutritious ancient ingredients.

58% of consumers have paid more attention to ingredient lists over the past year.

FMCG Gurus, June 2025. CN314, CN892

When it comes to health and wellness claims, transparency is key. Here are the types of on-pack marketing claims resonating with today’s global consumers.

ADDITIVE-FREE gluten-free
minimally processed **VEGAN-FRIENDLY** 100% NATURAL **NON-GMO** lactose-free
dairy-free **plant-based** **SUGAR-FREE**

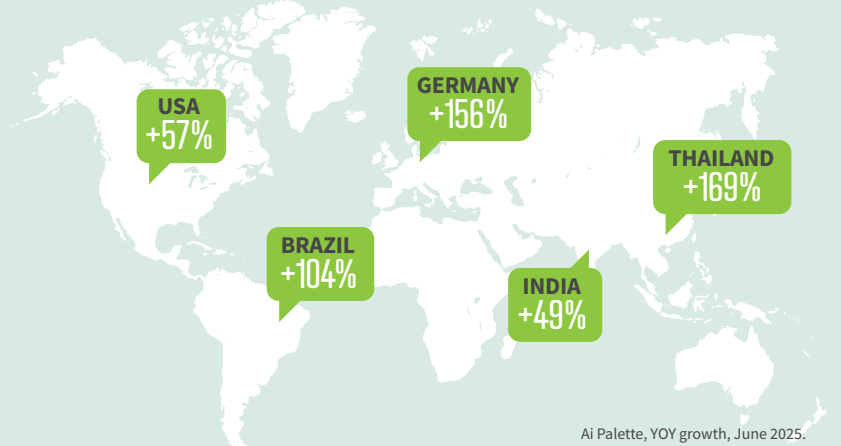
FMCG Gurus, March 2025. CN701



54% of global consumers want restaurants to offer a wider variety of vegetable-based entrées.

Technomic, “Global Consumer Trends: Q2 2025 biannual update of shifting consumer usage and attitudes,” 2025.

From social media to product reviews, online conversations about nutrient density are growing globally.



Ai Palette, YOY growth, June 2025.

CULINARY DOUBLE TAKES with Chef Stephen and Chef Girish

Exploring rich, vibrant flavors through nutrient-dense ingredients is a framework that both of our featured chefs love to explore. Whether it's bringing a modern twist to a familiar recipe or making bolder choices to push the boundaries, nutrition and sustainability are the future of food!



"It's exciting to see new products being created with a commitment to health, nutrition and operational simplicity with food that's better for our customers and for the planet."

- CHEF STEPHEN



Nutritious ingredients, 3 ways with Chef Girish

- **QSR:** Spiced Lentil and Millet Veggie Burger
- **SNACK INDUSTRY:** Turmeric-Spiced Sorghum Chips
- **PROTEIN PROCESSORS:** Ancient Grain Breaded Bites

Create and Innovate Our chefs have created unique recipes to demonstrate their takes on the **Nutrition Meets Tradition** trend.

Chef Girish crafted zucchini, sorghum and moringa patties, flavored with Custom Culinary® Arabic Kafta Seasoning and other aromatics. To achieve the perfect crunch, he coated them in millet flakes, Custom Culinary® Creative Pre-Dust and Batter before cooking.



Chef Stephen paired a perfectly seared fillet of wild salmon with a warm hijiki, shiitake mushroom and cabbage salad. He swapped traditional Hollandaise sauce for a creamy corn emulsion, incorporating seasonal and nutrient-rich ingredients throughout the dish.



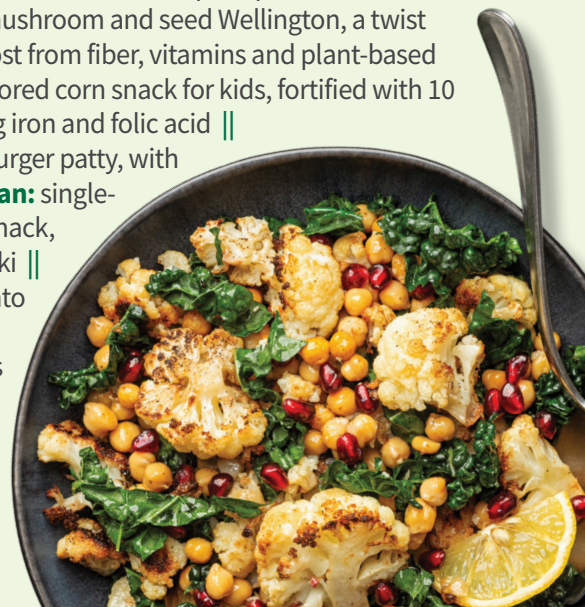
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2026 Food & Flavor Outlook

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Global Spotlight Restaurant operators and manufacturers are demonstrating how **Nutrition Meets Tradition** by bringing flavorful dishes made with nutrient-dense ingredients to their offerings.

Philippines: peppered enoki mushrooms, positioned as a healthier snack option on the menu || **Argentina:** locro, a classic South American stew, made vegan with legumes, organic vegetables, chestnuts and cashew chimichurri sauce || **Italy:** chickpea, fava bean and lupin bean snack mix, known for high protein, fiber and micronutrient content || **USA:** vegan snacks made with dates, seeds and nuts, with on-pack protein, fiber and antioxidant claims || **UK:** mushroom and seed Wellington, a twist on a classic beef dish, gets a boost from fiber, vitamins and plant-based protein || **Brazil:** churrasco-flavored corn snack for kids, fortified with 10 vitamins and minerals, including iron and folic acid || **Mexico:** spinach and moringa burger patty, with a clean label formulation || **Japan:** single-serve chicken sausage protein snack, flavored with edamame and hijiki || **Ghana:** pepper, onion and tomato seasoning for stews and rice, enriched with fiber and vitamins A, D, E and K || **UAE:** spicy roasted cauliflower and crispy chickpea salad, on a nutrient-dense bed of quinoa and kale





CHEF MICHAEL HORNBACK
Custom Culinary®, US



CHEF JORDI GÁLLEGO
Griffith Foods, Europe



How can condiments add a premium touch?

Signature condiments add excitement, flavor and craveability to foods around the world. With consumers looking for low-risk, high-reward ways to make the most of their dining dollars and personalize meals, condiments with unique colors, seasonings and textures fuel this demand.

92% of consumers are open to trying new products in the sauces and condiments category.

Griffith Foods survey, February 2025. (n = 20,000 consumers globally)

For starters, we're seeing new takes on tradition. A Malaysian seafood chain offers fish and chips with spicy tomato and garlic cheese sauces, rather than malt vinegar. In France, harissa replaces pommes sauce to dress up fries. Creamy, indulgent flavors are also on trend—such as hot cheese and meat chili burger dips in the Philippines. In the UAE, garlic sauce serves as the finishing touch for chicken shawarma melts loaded with pickles, potato wedges and cheese.

In the snack category, flavors of condiments are being applied to the products themselves. South African fruit chutney potato chips, spinach-dip-flavored chips in Thailand and chili-mayo almonds in Korea are a few notable examples.

As patrons explore the world through food, condiments create fun, memorable dining experiences that range from authentic to artisan-inspired.

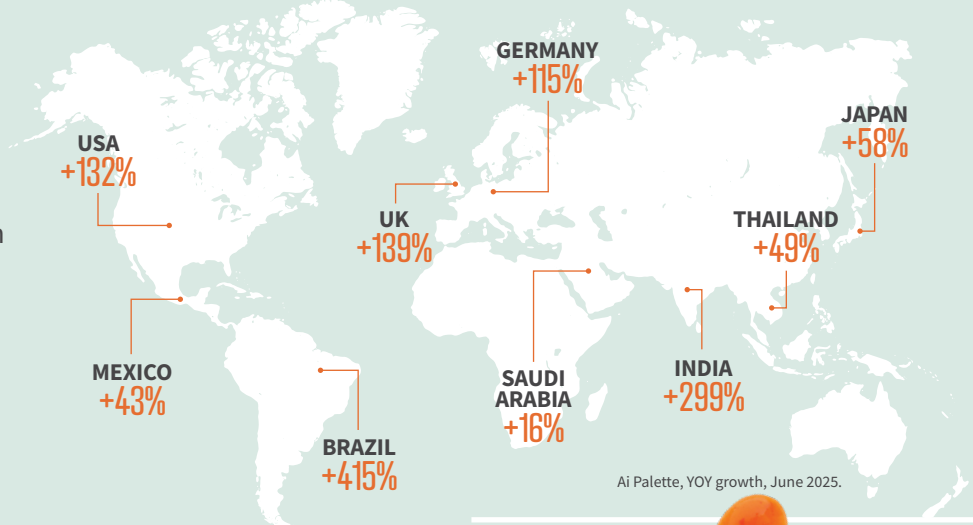
Crafted Condiments



Curiosity is the **#1** driver for consumers when trying new flavors.

GlobalData, "Analyst Briefing," May 17, 2024.

From social media to product reviews, online conversations about premiumization are growing globally and inspiring the next wave of innovative condiments.



What do consumers value when it comes to premium condiments?

- Limited editions
- Origin and authenticity
- "Free from" health claims
- Sensory experiences
- Ingredient quality

TOP 5 most popular condiments in restaurants, globally:

- Mayonnaise
- Mustard
- Ketchup
- Hot sauce
- Barbecue sauce

Technomic, "Sauces & Condiments: Global Grab & Go Series Winter 2024," 2024.



CULINARY DOUBLE TAKES with Chef Jordi and Chef Michael

Consumers want to explore new flavors and elevate meals using premium, versatile condiments. Our chefs agree that demonstrating culinary creativity through signature sauces helps to keep their dining experiences fresh and memorable.

Create and Innovate Our chefs have created unique recipes to demonstrate their takes on the **Crafted Condiments** trend.



Chef Michael served up a trio of sauces with his chickpea-millet cakes and cucumber salad. Custom Culinary® Latin Herb Concentrate enlivened an herbaceous green tahini. Smoky tomato-pomegranate sauce was enhanced with Custom Culinary® Latin Chili Liquid Flavor Concentrate. Finally, Custom Culinary® True Foundations® Harissa Sauce brought the heat to harissa labneh.

Chef Jordi refreshed a traditional dish with his millefeuille patatas bravas, pairing the paper-thin sliced potatoes with two signature sauces featuring Griffith Foods Garlic Aioli Sauce. Combining it with Griffith Foods Sriracha Sauce created a zesty garlic-sriracha mayo, while the addition of cilantro oil boosted a fragrant cilantro aioli.



“Combining traditional dishes with globally inspired condiments shows how familiar foods can be adapted to meet growing interest in bold, international flavors.”

- CHEF JORDI



5 ways to elevate condiments with Chef Michael

1. Add citrus or fermented elements for brightness
2. Blend two sauces for a new signature
3. Swirl in smoked paprika for depth
4. Use herbs or seeds for texture
5. Cross-utilize as dips, marinades and dressings

Global Spotlight **Crafted Condiments** bring signature flair, incredible flavor and a premium touch to offerings across restaurants and retail. Here are some unique examples.

Japan: deep-fried chicken breast bites stuffed with tangy wasabi mayonnaise sauce || **Mexico:** pizza topped with shakshuka sauce, roasted eggplant, vegan jocoque (fermented dairy), vegan cheese, pickled onion and cilantro || **UK:** sweet potato and red pepper hash with rice and naan, served with masala ketchup || **South Africa:** “California roll” sushi topped with a fried prawn ball, spicy mayo and ginger-carrot achar || **Indonesia:** cola-barbecue dipping sauce for chicken bites, fried chicken and french fries || **Saudi Arabia:** crispy char-grilled chicken, jalapeño, mushrooms and spicy peri peri ranch rolls || **Colombia:** beef sausage topped with mozzarella, guacamole, green plantain sticks, honey mustard and chile-lime seasoning || **Germany:** sweet and savory burger topped with bacon, caramelized onions, cookie butter mayonnaise, burger sauce and cheese sauce || **Canada:** holiday-inspired chicken sandwich with buttery garlic oil, cranberry sauce and plant-based mayonnaise



Learn about our chefs' inspiration behind these recipes. Click or scan the QR code to watch the video.

2026 Food & Flavor Outlook

Ready to discuss partnership and product development opportunities? **Contact your Custom Culinary® representative or visit our website to get started: [customculinary.global](https://www.customculinary.global)**