



TASTE EXPERIENCES

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

2022 TREND REPORT BITE

TASTE PLUS

Chefs have always known that dining is a multi-sensory experience: the colors of the ingredients; the tantalizing smell as a dish approaches the table; and, of course, the taste. But today, that multi-sensory experience shouldn't just be limited to the dining space. Consumers are now looking for brands to push things further than ever before, utilizing everything from immersive virtual reality experiences to unexpected collaborations and reimaginations of old favorites for a new generation. How can you approach giving your brand an experiential component that compliments the product's taste? Here are a few trends we're spotting related to taste experiences as well as products of note, offerings and flavors that are killing it in the space — Dive in to get inspired!



**63% OF US GROCERY
SHOPPERS**

*enjoy shopping in stores
that offer an experience
(e.g. cooking demos, live
music)*

Engaging the Senses

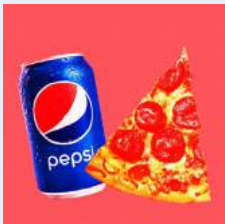
Eating engages many of our senses already, which means that brands have lots of room to experiment and play with consumers' expectations. Particularly in our technology-saturated world, sensory experiences allow diners to focus on the tangible. Whether you're turning a familiar flavor on its head or taking someone back to their childhood, there are infinite ways to engage the senses.

FLAVOR MASHUPS

Flavor pairings are nothing new — hello, PB&J. But thinking outside of the box when it comes to mixing things up can yield unusual, and delicious, results.



VAN LEEUWEN'S SWEET/SAVORY COLLABORATION WITH KRAFT yielded a mac & cheese flavored ice cream that people went crazy for -- the initial run of 6,000 pints sold out in just an hour!



PEPSI SODA INFUSED PEPPERONI combined two different parts of the meal into one tasty topping for a perfect complement to pizza.

UNUSUAL APPLICATIONS

Another approach is to take a common food-related sensory experience and apply it to a completely different context, surprising and delighting consumers who get to see their favorite brands in a whole new light.



SHAKE SHACK TEAMED UP WITH LUXURY CANDLE MAKER APOTHEKE for a line of burger-inspired candles to let fans catch a whiff of fresh french fries anytime, anywhere.



DUNKIN' DONUTS' distinctive colors, flavors and scents were the inspiration for makeup brand **E.L.F.'S** limited-edition collection.

ADDED COMPONENTS

Another option is to add a surprising but complementary sensory experience that enhances consumers' enjoyment of their favorite products.



PRODUCE BRAND GOTHAM GREENS RELEASED THEIR GRATEFUL GREENS COLLABORATION with jam band the Grateful Dead at grocery stores nationwide. Packaging features the band's signature dancing bears as well as a QR code leading to a playlist.



LADY GAGA'S FANS WENT, WELL, GAGA FOR THE SINGER'S COLLABORATION WITH OREO, which included neon-hued cookies that could be found in grocery stores with chances to win experiences like meet-and-greets with the singer

Eating Your Feelings

Food and flavors can also inspire strong emotional experiences, particularly those that evoke nostalgia. But while people love a good throwback, don't forget to give it a modern twist that makes it your own.



45 PERCENT OF US CONSUMERS

who enjoy desserts say they like desserts that remind them of their childhood, a fact we've seen reflected in the recent revival of many 90s-era favorite treats.



FAVORITE NOSTALGIC FLAVORS

- Pink lemonade
- Mulled cider
- Everything bagel
- Birthday cake
- S'mores

“Brands understand that food is connected to mood and emotion, but going a step further allows consumers to take a routine experience and turn it into a moment of discovery. Household food brands can leverage out-of-home experiences to inspire a deeper connection to their core products.”

- MINTEL



PRODUCTS OF NOTE



BETTY CROCKER DUNKAROOS COMPLETE RAINBOW SPRINKLES PANCAKE KIT includes pancake mix and rainbow sprinkles frosting. The microwaveable product can be prepared by just adding water or milk.

Dunkaroos, the cookie-and-frosting snack that was a lunchbox favorite, even expanded its line to cereal, pancake mix and more.

50% of consumers said they likely or definitely would buy this product.



DAIRY BRAND PHILADELPHIA “FEELADELPHIA” COLLABORATION WITH CHEFS included a multi-course meal with dishes inspired by different feelings and a cookbook with edible pages and scents. The multisensorial menu was curated by Chefs Jeremiah Stone and Fabián Von Hauske.

Source: PR Newswire

All-In on Immersive Experiences

Whether it's a VR game, an adult-sized playground or the vacation of a lifetime, brands are finding ways to bring us into their worlds. As Mintel explains, "Online and offline channels are no longer substitutes or competitors. Instead, they are increasingly complementary; online channels provide convenience, but brick-and-mortar stores offer opportunities for customization, consulting, rewards, pickup and brand-building entertainment."



PRODUCTS OF NOTE



CHIPOTLE AND ROBLOX

49% of US gamers would like to see more brands create and advertise unique gaming experiences, something Chipotle tapped into by teaming up with gaming platform Roblox to build a virtual restaurant in

their system. Not only were fans able to visit their favorite restaurant in the digital world, but Chipotle also drove diners into its physical stores by giving away codes for free burritos.



Mtn DEW OUTPOST RANGER

Mtn Dew challenged perceptions of it as a brand for sedentary gamers by leaning into its adventurous side. Fans of the soda could apply to become the official Mtn Dew Outpost Ranger, a one-week opportunity to immerse themselves in Mountain City, Tennessee. "The Outpost allows Mtn Dew to explore how consumers increasingly desire flagship, destination-based lifestyle trips," reports Mintel. "Mtn Dew views the Outpost as a brand-building activity that fully incorporates its core product mix and accentuates a love of outdoors."

THE TAKEAWAYS

The sky's the limit when you're dreaming up ways to give consumers a new experience. Whether it's seeing a favorite flavor in a whole new light (spicy ice cream, anyone?), throwing it back to an age when things felt a little simpler, or building a whole new world for your fans to explore, a little creativity can bring out the best in your brand. Stay true to yourself and strive to offer intriguing flavors, formats and collaborations for consumers, and the fans will follow.



SOURCES

- Mintel
- Mintel GNPD
- Food and Wine
- Apotheke Co
- Elf Cosmetics
- Fast Company
- Billboard
- Dunkaroos
- Chipotle
- PR Newswire
- Insider
- Vine Pair
- Elf Cosmetics
- The Dieline
- Hypebae
- Walmart

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/



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