

# AMERICAN ADVENTURES

OPPORTUNITIES IN THE FOOD  
AND BEVERAGE SPACE

2023 TREND REPORT BITE



## AMERICAN ADVENTURES

Classic American comfort foods are seeing a resurgence as a result of the stress and uncertainty of the current economic climate, but now with a wider cultural lens. Popular carb-heavy dishes like pasta, potatoes, and sandwiches are introducing new textures, colors, and flavor pairings for a fresh take on old favorites.

*Innovation Themes:*

*Novel Pastas • Chip Encrusted  
Nutty & Buttery • Cultural Mash-Ups*



**81%**

*of consumers claim nostalgic food and beverages provide a sense of happiness.*

*Source: McCormick FONA Nostalgic Survey 2022*

*“American food tells a story. It’s a story of many different people, places, and flavors that all come together to make something amazing”*

*Brian Nagele, Restaurant Clicks: 25 Most Popular American Foods to Try, June 2023*

# Novel Pastas

Pasta is seeing resurgence for its ability to create comforting classics as well as its versatility to expand into new dishes. New twists on plant-based pastas continue to target health-conscious shoppers, now with an additional focus on exploring more flavors and colors as well. This microtrend embraces the rich natural colors and variety of root vegetables and ingredients being used for plant-based pastas (beets, carrots, sweet potatoes, zucchini, cacao, and black beans).

## PRODUCTS OF NOTE



**GOOD HAIR DAY CACAO WAVES PASTA** combines a novel cacao-flavored pasta with clever packaging—a savory and sweet Italian specialty that is surprisingly adaptable and can be mixed with pesto, cheese, or vinegar-based sauces.

*“Plant based pasta market to witness a CAGR of around 11% between 2021-2031.”*  
Fact. MR, Global Review- Plant Based Pasta Market



**CYBELE'S SUPERFOOD PURPLE ROTINI** is a fun new take on pasta made from a medley of root vegetables. Beets, carrots, sweet potatoes, and red lentils all go into the noodles which are full of plant-based protein.

# Chip-Encrusted

Convenience, crunchy and satisfying, chips are an iconic American snack. Beyond enjoying right out of the bag, they can also be used as a fun ingredient for meals and more. Restaurants are leaning into cheesy snacks like Doritos and Cheetos to elevate burgers, fries, and elotes to an encrusted, flavorful treat. Add an extra mouthful of crunch, kick, and texture with Mexican street corn garnished with flavorful crushed Takis or burger buns and potatoes dusted with crunchy comfort goodness.

## PRODUCTS OF NOTE



**CHEETOS POTATO SWIRLS**  
Playing off of the trend of fun new ways of slicing and preparing potatoes and the craze around hot chips, TikTok now features tips for creating Cheetos swirled potato for an irresistible snack on a stick.  
-> SAB's #HotCheeto CREATION!



**POTATO CHIP ENCRUSTED NEW YORK STRIP STEAK** In March 2023, Omaha Steak shared a video for a Chip Encrusted New York Strip Steak Recipe. It is described as “a marriage of America’s favorite snack food and an iconic bold, beefy steak.”

## Nutty & Buttery

Peanut butter will always be a beloved American spread, but other nuts and even seeds are showing off their sweet, buttery side. These innovations deliver range of flavors, including umami. Usage is expanding as ingredients for a range of dishes, even topping burgers! The gooey goodness of nut and seed butters elevates childhood favorites in fun, new ways.

### PRODUCTS OF NOTE



**GATSBY PEANUT BUTTER BARS** are full of creamy peanut butter and include crunchy chunks of peanuts for a textural delight.



**88 ACRES ROASTED WATERMELON SEED BUTTER** is a smooth, tahini-like spread made from roasted watermelon seeds and perfect balance of sweet, salty, and subtle savory spice. Whisk into sauces and soups as a creamy dairy alternative.

## Cultural Mash-Ups

Comfort foods from different cultures are colliding to create new exciting combinations, introducing new toppings on classic dishes or seasoning substitutions that bring new flavor profiles to familiar formats. The beautiful blending of ingredients, flavors, and formats from different traditions amplifies flavor and takes on all new flavor-packed profiles (e.g., curry with guacamole, pickled cabbage and onion, cilantro and garlic mint chutney, or all-American corn dogs with Korean flavors and ingredient textures).

### PRODUCTS OF NOTE



**KOREAN CORN DOGS** have taken the world by storm with their seemingly endless variations of crusts and toppings. The fun snack on a stick takes an all-American classic, the corn dog, and introduces it to new flavors and preparations popular in Korea.

<- Korean Corn Dog found at Oh-K Dog & Egg Toast (US Restaurant Chain)

*“Korean corn dogs are trendy, social media starlings that are familiar and nostalgic but also new to most stateside consumers.”*  
Datassential, The Protein Issue, November '22



### PASTA SANDWICHES

Named the Torpasta, a hollowed out Italian roll is filled with authentic Italian pasta favorites, similar to a bread bowl. Meat lovers, fettuccine alfredo, meatball, and lasagna are just some of the fillings for this experimental Italian dish.

<- Torpasta of San Diego

# THE TAKEAWAYS

Consumers are yearning for classic American comfort foods with a twist and some global influence.

- Pasta is seeing resurgence for its ability to create comforting classics as well as its versatility to expand into new dishes. Target health-conscious shoppers with plant-based pasta in an array of colors.
- Snacks like the beloved potato chip can deliver flavor and crunch as an ingredient to applications such as encrusting proteins, potatoes and more.
- Look to the sweet, nutty, and savory flavors of classic and emerging nut and seed spreads as an ingredient for bakery, confections, snacks and beyond!
- Consider colliding comfort foods from different cultures to create exciting new combinations that introduce new toppings or seasoning substitutions that bring new flavor profiles to familiar formats.



## SOURCES

- McCormick FONA Nostalgic Survey 2022
- Restaurant Clicks, 25 Most Popular American Foods to Try, June 2023
- greenomic.us
- shop.cybelesfreetoeat.com
- TikTok: SAB's #HotCheeto
- Omaha Steak
- gatsbychocolate.com
- 88acres.com
- ohkdog.com
- facebook.com/torpasta

## 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 Flavor Solutions' 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, seasoning 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 your sales representative or [chat us up at www.mccormickflavor.com/en-us/contact-us](https://www.mccormickflavor.com/en-us/contact-us)

REQUEST YOUR  
FREE  
FLAVOR SAMPLE HERE

