



 Flavor
Forecast
24th Edition

Consumers have become interested in more thoughtful food combinations with intention and context. Plus, culturally diverse consumers seek eating experiences that reflect their identities and appeal to their sense of authenticity. Driven by unexpected synergies across cultures, third-culture cuisine is quickly emerging, from fast-casual comfort food to the heights of fine dining. A new wave of chefs are at the heart of this movement proudly sharing cultural combinations that are influencing food and flavor.

CROSS-CULTURAL CUISINES TO EXPLORE:

- Mexi Pino (Mexican Filipino)
- Wafū (Japanese Italian)
- KoMex (Korean Mexican)
- Viet Cajun

 Flavor solutions

CROSS-CULTURAL FLAVOR COMBINATIONS

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE



“The everchanging movement of people around the globe brings with it the **growth of cross-cultural cuisine**, fusing together ingredients and techniques in new ways – **ultimately taking foodies on new flavor adventures.**”

Ian Craddock, Senior Research Chef, McCormick UK

Mexi Pino

'Mexi Pino' refers to the fusion of Mexican and Filipino cultures and identities. The Philippines and Mexico may be separate geographically but share a Spanish Colonial past resulting in exchange of traditions, including food (like [adobo](#)). Settlement during the early twentieth century of Mexican and Filipino immigrants to Southern California created distinct communities that intertwined customs and foods. Today, these communities celebrate their unique culture and foods.

Buko Horchata with Mango-Melon Cold Foam

Horchata ingredients (rice and cinnamon) are blended with Filipino ingredients (coconut meat and coconut milk) for a rich sip that celebrates both cultures. Created by Stephanie Bryson, McCormick US Culinary.



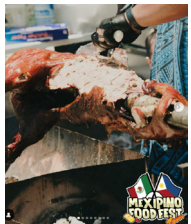
[Click for recipe.](#)

TREND SPOTTED



MEXIPINO CRAFT is a family owned restaurant in Chula Vista, CA which is described as a “gastronomical experience that incorporates flavor, fresh ingredients, and a sense of heritage.”

← **THE MEXIPINO BREAKFAST SANDWICH:** Chicken Tocino, spam, pork chorizo, egg & avocado served on Mexican concha bread. [Click](#) to check out the full menu.



MEXIPINO FOOD FEST IN SOUTHERN CA, 2023

The event showcased a mix of Filipino and Mexican foods such as aqua frescas, ube baked goods and pork BBQ. Presented by Mexipino Entertainment/Podcast. [Click](#) to check out the event on instagram.

KoMex

KoMex is a cuisine style that emerged in Los Angeles due to the proximity of second generation Mexican and Korean immigrants appreciating and experimenting with each other’s foods and flavors. Chef Roy Choi is credited with fueling the movement with his [Kogi BBQ taco truck](#). Now, Korean tacos have become popular and opened the door for experimentation with other elements of the hybrid cuisines, like bulgogi (Korean BBQ beef), kimchi and gochujang with tortas, mulitas, pico de gallo, and more.

Korean Mexican Taco Inspired Seasoning

Irvin Seo, Scientist, created a seasoning for tortilla chips that tastes like Korean short ribs with nuances of Mexican spices and herbs. Flavor technology delivers caramelized, beefy notes and topnotes of fresh cilantro.



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PC PRESIDENT'S CHOICE KOREAN TACO KIT makes it easy to serve up Korean-inspired tacos in just 20 minutes. Includes PC® Memories of Seoul Gochujang Chili Sauce and PC® Korean Barbecue Taco Seasoning Mix.



photo by Todd Hoto

BIRRIA RAMEN @ TACO MOGO, EUGENE, OR

Opened in 2023, Taco Mogo serves “dishes are Korean-influenced but with a Mexican twist.” [Click](#) to learn more.

Wafu

Wafu-Italian (wafu translates as “Japanese-style”), or simply coined wafu, refers to the Japanese interpretation of Italian cuisine. In recent years, American chefs that either specialized in Japanese or Italian food, are now discovering wafu and introducing it to their menus. With similar elements like an appreciation for fresh, seasonal ingredients, utilizing flavors from the sea, and featuring full umami flavor (think miso and parmesan cheese), the two are well-suited for seamlessly meshing techniques and ingredients.

Furikake Bucatini

A celebration of Japanese and Italian cuisine, this recipe features bucatini in a silky, umami-loaded sauce with a generous amount of furikake, a savory nori seasoning. Created by Chef Felicia Pantaleo, McCormick Australia



[Click for recipe.](#)

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TONARI X PASTARAMEN COLLABORATION, APRIL 2024 The critically acclaimed chefs responsible for introducing wafu-italian cuisine to Americans collaborated on a tasting menu showcasing their innovative culinary talents which was hosted at their respective restaurants (Tonari, DC and PastaRamen, NJ). [Click](#) to learn more.



NEAPOLITAN PIZZA @ MONK, KYOTO, JAPAN

A Japanese restaurant specializing in wood fired pizza, Monk inspired the Wafu movement stateside.

← Koshiabura (Japanese mountain vegetable), mackerel and fennel pizza. [Click](#) to check out the full menu.

Viet Cajun

Although both cuisines are known for their seafood dishes and bold flavors, there’s a deeper connection between Vietnamese and Cajun cooking. Both cultures were heavily impacted by periods of French colonial occupation - a legacy that is easily traced through the common techniques and ingredients. Vietnamese immigrants to the gulf coast have fueled the fusion of these two distinct cuisines. Seafood boil restaurants found in New Orleans and Houston bring to life Viet Cajun with flavors like lemongrass, ginger and cayenne.

“Key features of the mash-up include a blend of **Vietnamese flavors** (fresh herbs, aromatic spices and a balance of sweet, sour, salty and umami flavors) with **Cajun cuisine signatures** (such as the generous usage of bold spices like cayenne and paprika).”

- BY ROB CORLISS, [EXPLORING THE VIET CAJUN TREND](#), NOV 2023



FLAVOR the menu

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HOUSTON-BASED PIONEER OF VIET-CAJUN CUISINE Chef Trong Nguyen is a pioneer of the Viet Cajun cuisine movement in Houston with his restaurant 'Crawfish & Noodles.' [Click](#) to learn more.



COOKING WITH CHOW: VIET-CAJUN SEAFOOD BOIL 101 AT HOME

This Canadian influencer shares an “easy delicious seafood boil you can make at home with lemongrass, fish sauce, and cajun flavours.” [Click](#) to watch.

THE TAKEAWAYS

Consumers that seek authentic eating experiences will be excited to try innovations that give a nod to these modern-storied, cross-cultural blends. To appeal to these curious consumers, consider respectfully leveraging the profiles found in this new genre of cuisine combinations. MexiPino and KoMex open the door to incorporate Asian flavors into beloved Mexican dishes and drinks. Bright, yet bold Viet Cajun flavor is great for savory applications like seafood and snacks. And Wafu offers a fresh and fun way to flavor pizza, pastas, and other Italian foods. With our culinary passion, we're here to help bring these flavors to life in your innovation.

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 [click here](#) to chat us up.

Japanese Milk Bread Pizza

[Click for recipe](#)



FROM OUR CHEFS:

"This trend is the evolution of fusion cooking. This is about thoughtful combinations of flavors and techniques that create experiences and tell a story through food."

David Burnett, Senior Culinary Manager, McCormick Canada



Hungry for more? [Click](#) to check out all of the thoughtfully borrowed, cross-cultural recipes.



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