

Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

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SPICE SINCE 1899



STARRING DIPS

In the past, dips have often been overshadowed by their fellow carriers. However, with the emergence of new formats and flavours, the spotlight is now on them! One of the most popular dips hummus has evolved from a simple chickpea-based dip to a complete meal in itself as meats, veggies, and legumes are now used as toppings to create filling meals, such as beef brisket hummus bowls and salad-like dips. In flavours, rich and creamy variety trends such as triple threat cream cheeses, garlic onion butter, and tangy yoghurts. Middle Eastern flavours like tahini, Baharat, and muhammara are also becoming increasingly popular.



Hummus 2.0

Blended, topped, or a bit of both, vegetables and pulses transform hummus into new formats. Some consumers stick to the classic chickpea base, with additional veggies. A movement towards ingredients under the same umbrella trends, a white or Adzuki bean base is a great alternative.



Yoghurt & Labneh

With a tangy, thick, creamy texture, yoghurt and labneh can be used in a myriad of ways. Dips on dips combine multiple textures and flavour profiles in one, whereas topping with fruit and veggies creates a new dish entirely. And add a nutritional boost, too.



Dip meets salad

Alongside meat additions, dips transform into an abundance of hearty salad dishes in their own right. Often as the base, beetroot cream cheese, hummus, muhammara, and whipped feta top with vibrant veggies, chickpeas, and beans for a nutritious yet wholesome dish.



Feel free to contact us!

For this Trend Flash we have used the knowledge of The Food People, a unique global food trends and ideas agency. With this trendy foodnews we would like to bring you the inspiration from around the world. Euroma is happy to help you create your tailor-made healthy and indulgent starring dips. Feel free to [contact](mailto:info@euroma.com) our dedicated salesteam.

