

Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

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SPICE SINCE 1899



OUTDOOR EATING

We appreciate the great outdoors more than ever. Due to the COVID virus trend agencies as Mintel, Innova and The Food People all expect consumers to eat more outside. For consumers, that means lots of barbecues, picnics and garden parties. But restaurants too, have embraced al fresco dining, with terraces, streetfood and curbside dining options.

And, of course, that means lots of outdoor cooking - in particular fire cooking. Cooks are getting more creative with BBQ than ever before. While the American cuisine is still in the lead on BBQ flavours, there are new cuisines moving towards the frontline. Think Japanese yakitori, Korean BBQ and Middle-Eastern grill specialities. However, while BBQ is traditionally more meat focussed, there is a big movement towards plant-based options for grilling as well.



Spicy BBQ

Chilli is one of the ingredients that is growing fast in savoury snacks. There are many hot and spicy flavours hitting the market. Especially those extreme hot flavours. Pringles introduced its Sizzling range with three SKU's; spicy BBQ, kickin' sour cream and cheese & chilli.



More than just BBQ

Labeling your chips as BBQ-flavoured is not enough anymore. As consumers learn more about barbecuing they want this to reflect in their snacks as well. Tyrrells gives a nice example of describing flavour. It is based on the English barbecue and the taste is smoky.



Let's dip in

When heavy BBQ flavours are finding their way to the shelves, a fresh condiment could help balance the flavour. This could go both ways, either a BBQ-flavoured chip with a fresh dip like sour cream, ranch or yoghurt. Or a BBQ-flavoured dip with a more plain chip.

Are you interested in BBQ flavours?

The boundaries of BBQ are fading, almost anything is possible. Where to start might be a challenging question. At Euroma we have many customers in different categories who all look different at BBQ flavours and techniques. Combining all their wishes with consumers demands makes Euroma able to advise in BBQ flavours for your product as well. Whether it is with a seasoning, a spice blend, a sauce, salsa or a meal solution Euroma will help your product find its way to the BBQ.