

Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

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A HEALTHY START

January is traditionally focussed on health. Many consumers are making plans for the new year. Exercise more, eat healthier, lose a few pounds. And initiatives such as Veganuary (a month of eating vegan), Dry January (no alcohol) are becoming more popular every year.

But what does it mean for food producers? Health is a big part of the political and industrial agenda. Local governments make choices to help consumers eat healthier. Belgium, France, Germany and Switzerland already use Nutriscore. The Netherlands, Luxembourg and Spain have officially announced that they will do the same. The UK has their traffic light system. And sugar tax is also discussed in many countries.

Even though there is discussion about the accuracy of these labels, the fact is that manufacturers change the nutritional content of their product to improve their labels.



Healthy pizza

Consumers love great taste. But even more so when it is combined with healthy ingredients. These pizzas are vegetarian, a source of protein, have a sourdough crust, and a Nutriscore A label.



Simple and clear

Simply Roasted introduced potato crisps that contain 50% less fat, significantly less salt and only 99 Kcal. They say that they are conscious about health, but that they are ultimately driven by taste.



All taste, no guilt

These cheese balls are made with simple ingredients like cornmeal, sunflower oil, sea salt, and cheddar cheese. Bonus: They feature a superfood natural ingredient known as Wellmune that's clinically proven to help strengthen the immune system.

Interested in improving the nutritional value of your product?

Reformulating products requires extensive knowledge of natural ingredients and methods.

Because of our long history in herbs and spices, we have built up a rich experience with natural ingredients. Our product developers know exactly which combinations of herbs, spices, and other ingredients they can use to successfully reformulate products without compromising on taste.

Let's get in touch!