

Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS



WINNING WITH WORDS

According to Innova (2020), 3 in 5 of global consumers say that they are interested in learning more about where their food comes from and how it is made. This number has increased even more due to the pandemic. Learning where products come from is important to consumers regarding the quality of the product, the sustainability and labour conditions of the production process and the quality of the service.

In food, we see this trend evolving on packaging. Manufacturers of FMCG-brands are describing ingredients front-of-pack to show transparency. There is also more focus on the taste description to elevate the customer experience. Specific flavours and ingredients help to differentiate from other brands and products, and named ingredients help the product stand out from the crowd. Let's look at a few examples:



Upgrading

At Kettle they use specific ingredients to upgrade a traditional flavour profile. The standard is upgraded by luxury and appreciated varieties of the flavour profile.



Adding experience

Adding adjectives is something that is easy to implement on packaging but does bring much more experience to the product. This does not taste as just a pesto, it has a glorious pesto flavour.



Named Chili

Naming ingredients is not completely new, with chillies it is getting very common. The times to add chili powder have past, in recipes and products you will find specific chillies, each with their own properties.

Are you looking for a product update?

Euroma is a top 3 player in the European business of herbs and spices, the core of what we do. Which makes us experts in finding natural ingredients of high quality. Herbs and spices are perfect for storytelling because of their flavourful origins across the world. But they also have the ability to really distinguish a product from its competition. Are you curious what we can do for your product?

Let's get in touch!