

Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

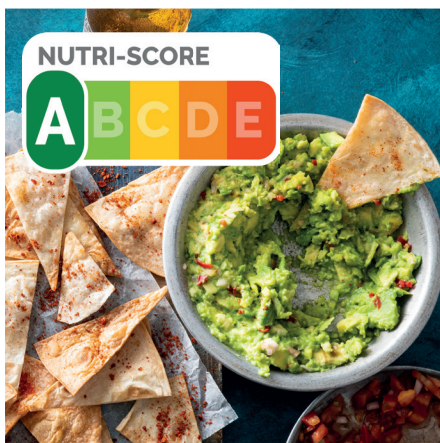
euroma
SPICE SINCE 1899



SAUCE IT UP!

According to The Food People, the condiments, sauces and seasonings category moves away from the sidelines to a starring role as consumers look to sauces to liven up everyday meals. Since the COVID-19 crisis, many of us have spent a lot more time at home, meaning that more meals, including snacks, have come into focus. Sauces and condiments tend to last for a long time and offer a relatively affordable way of injecting luxury and flavour into dishes and snacks. A small batch burger sauce in meat boxes, a pineapple salsa with your snack product or a pomegranate salad dressings as part of a picnic platter helps consumers to get that 'out of home' touch.

The biggest health crisis of a generation means that protecting people and planet has never been more important. Health is on the agenda, and it shows in NPD, whether it's a simple ingredient list, no/low/reduced claims, a veggie boost or an improved Nutri-score, the healthier and tastier the better!



Nutri-score A

Nutri-score is getting more important in many countries in Europe. Euroma developed dressings and sauces with Nutri-score A, without compromising on taste! More information is available via your sales contact.



Packaging

Did you know that Euroma recently developed 100% sustainable cups for dips and sauces? Our cutting waste has been reduced to 0% and the foil is thinner than before, saving a lot of single-use plastic!



Sauce based flavours

Another trend we see in snack products is the use of famous sauces as an inspiration for snack seasonings. Think hummus chips, ketchup seasonings are you ready for a samurai, shirasha or chimichurri seasoning?

Are you ready for the next step in sauces?

Euroma is a top 3 player in the European business of herbs and spices, the core of what we do. That is what makes us experts in finding natural and clean solutions for your products. Our strength lies in the knowledge of markets and trends and our ability to transfer that into new flavours and concepts for your brand in the savoury snacks segment, whether it is with dips (liquid or dry) or with sauces based seasonings. We are ready for your challenge.

Let's get in touch!