



2021 FLAVOR TRENDS

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2020 reintroduced many to their home kitchens, it was a year of asking for family recipes, baking bread, and experimenting with new flavors. As we look ahead to 2021, undoubtedly there is no better time to innovate around flavor. We will reinvigorate classic comfort foods, travel through our tastebuds, and focus on foods that promote immunity and health.

COMFORT FOODS

At Signature Sauces, comfort foods are our forte. We have multiple foodservice partners that have mastered the BBQ game and their menus proved success throughout the pandemic. Nothing says down home comfort more than a plate of barbecued meat and a bowl of hearty mac and cheese. Not to mention, our company's humble beginning started with producing pasta sauce recipes that had been handed down through generations. Those recipes are authentic, homemade, and will warm your belly and your heart. As we refocus on the comforts of Grandma's Sunday Gravy, we find ourselves redefining authenticity. These recipes originated in Italy, so why are we not using Italian tomatoes? After some dedicated R&D time, we realized the Italian tomatoes are rich in flavor and lower in sodium. So, in this instance we produced a comfort food that became healthier, which is not always easily achieved.

HEALTHY INGREDIENTS

As families continue to cook more often at home, the reality of the foods we eat and how it affects our overall health becomes more apparent. We have all been forced to slow down, spend time at home, and eat simply. As we battle this pandemic one common thread remains prominent- if we are unhealthy, we are more apt to contract the virus and ultimately face a harder battle in our healing process. With this, many have turned to a healthier diet. Citrus fruits are high in Vitamin C and antioxidants, which boost your immune system and help reduce the risk of many diseases. Orange, lemon, and lime juices are seen often in dressings, barbecues, and many condiments and we think we will see more health claims on CPG products in the new year. We see many recipes include ginger, which is believed to reduce inflammation, fight germs and aid in digestion. Ginger is abundant in Asian Cuisines; it not only aids in digestive health but adds a wonderful peppery and sweet flavor to any dish.



CONT. FLAVOR TRENDS

INTERNATIONAL FLAVOR

With so many travel restrictions in place, many are exploring the world through their taste buds. Asian flavor profiles remain an intriguing flavor profile for many Americans and we will continue to explore the many varieties of soy sauce and spices, like turmeric. Turmeric was an exciting ingredient for us in 2020. We learned of its health benefits and the many layers of its flavor. We also experimented with using Turmeric for its beautiful color to continue to achieve our clean label promise. Middle Eastern flavors continue to emerge and there are multiple unfamiliar spices to explore. Our research and development team are working with many new spices including Masala and Sumac. The warming notes in the spice mixture of Masala create a homestyle meal that not only tastes amazing but comforts the soul. Sumac is another fun alluring flavor; sour but acidic, it adds depth to dressings and vinaigrettes when paired with black pepper.

SWEET HEAT

Bringing the heat will continue to be an objective for many restaurant groups. Calling attention to the region of authenticity should be noted, with the increased popularity of Nashville Hot sauces, Carolina Reaper peppers, and even going international with Gochutgaru. Mellowing the heat with a touch of sweetness is always a crowd pleasure. This year we expect to see more sweet heat mash ups experimenting with agave nectar, honey, dates, and molasses- keeping natural sweeteners a focus. Before any hot sauce tasting, we are always reminded to respect the Scoville, as peppers tend to vary on heat not only by location but by harvested season.

PLANT- BASED PRODUCTS

There was a great demand and push for plant-based products in 2020 and that will continue to build in 2021. The numerous plant-based meat and dairy product brands have created a splash in the CPG category and there has been some overflow into the foodservice arena. We have recently launched a vegan butter spread and we expect to see more demand from our foodservice partners for plant-based alternatives.

Now more than ever we need to dazzle our consumers with new flavors and feasting experiences. With so much uncertainty in 2020, we look forward to educating our palates and exploring new flavors in 2021!