

Exploring Global Trends in Spices and Seasonings

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Mintel International

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Mintel's trend tracking tools

Menu Insights:
revealing trends
in menus,
flavors,
ingredients

Mintel Inspire:
uncovering
consumer drivers

GNPD:
tracking new
products
around the
world

**Mintel
Research
Consultancy:**
bringing it all
together

**Mintel
Reports:**
understanding
the "why"
behind the
trends

GNPD IRIS:
providing an
understanding
of product
success

**Product
Retrieval:**
delivering
products to
your door

Today's agenda

- The fallacy of global flavors
- By the numbers
- Leading trends in spices and seasonings
 - The return of the cook
 - Pure and simple
 - Functionality
 - Flavor activity
- Snapshot of key introductions around the world
- Thoughts for consideration

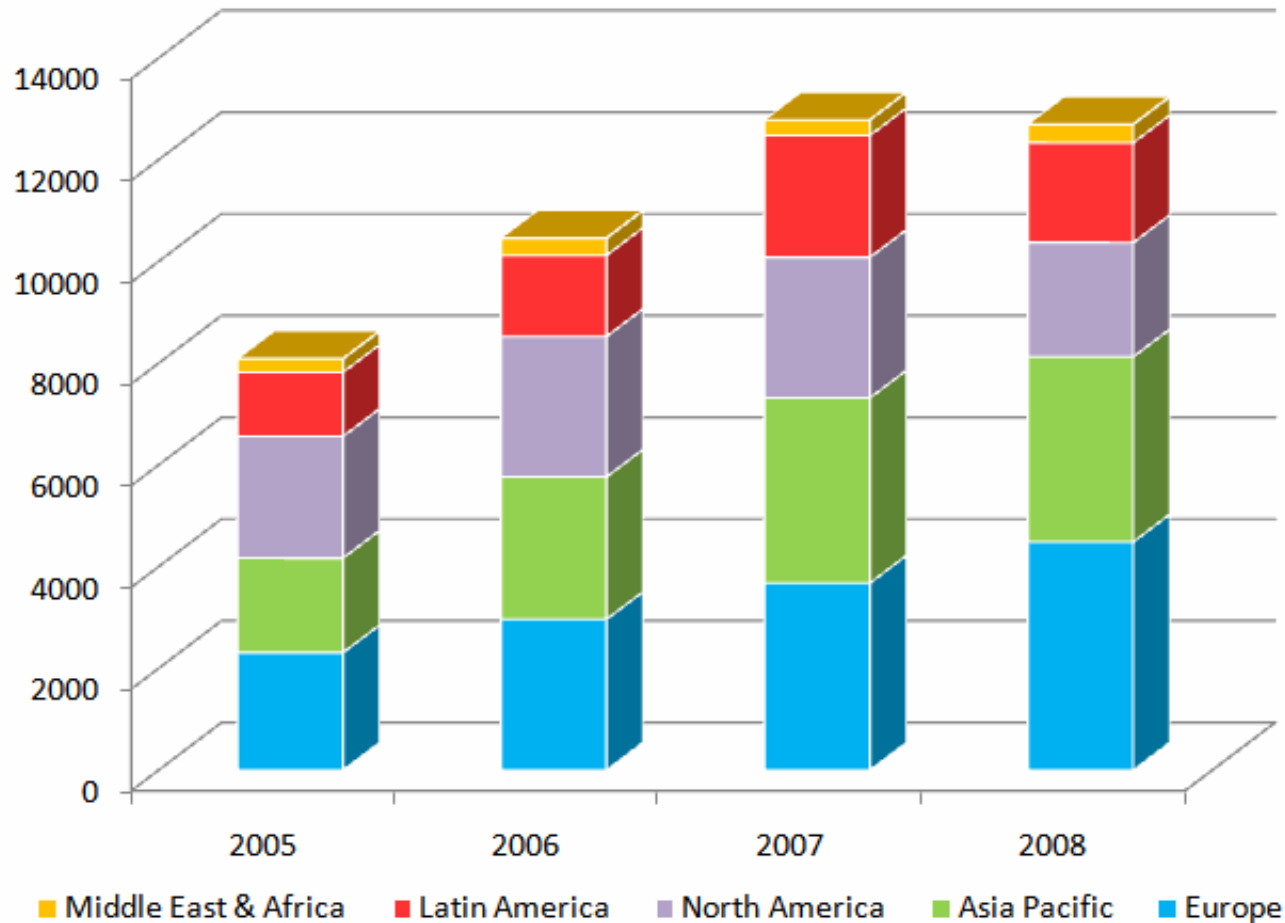
The fallacy of global flavor trends

- The names may be the same, but tastes themselves are often quite different
- Allowance for cultural variations
- Is there opportunity to ensure flavors are authentic?
- Product segmentation
 - Mainstream products with adjusted flavor profiles
 - Niche and imported products with more authentic tastes



Category introductions flat for 2008

New sauces and seasonings introductions, by region: 2005-2008



Consumer purchase drivers

- Taste—ethnic cuisine, unique flavors
- Variety—the more the better, until you overload them
- Wellness—but make it easy to understand
- Convenience—prepared meals, quick and easy preparation, simple choices
- Value—today, value trumps everything (but does it really?)



The Return of the Cook

What it is:

- Products that create and facilitate at-home meals

Why we care:

- As consumers become more and more concerned about the economy and the effect on their individual lives, many are moving mealtime back into the home in an effort to save money and promote family togetherness.

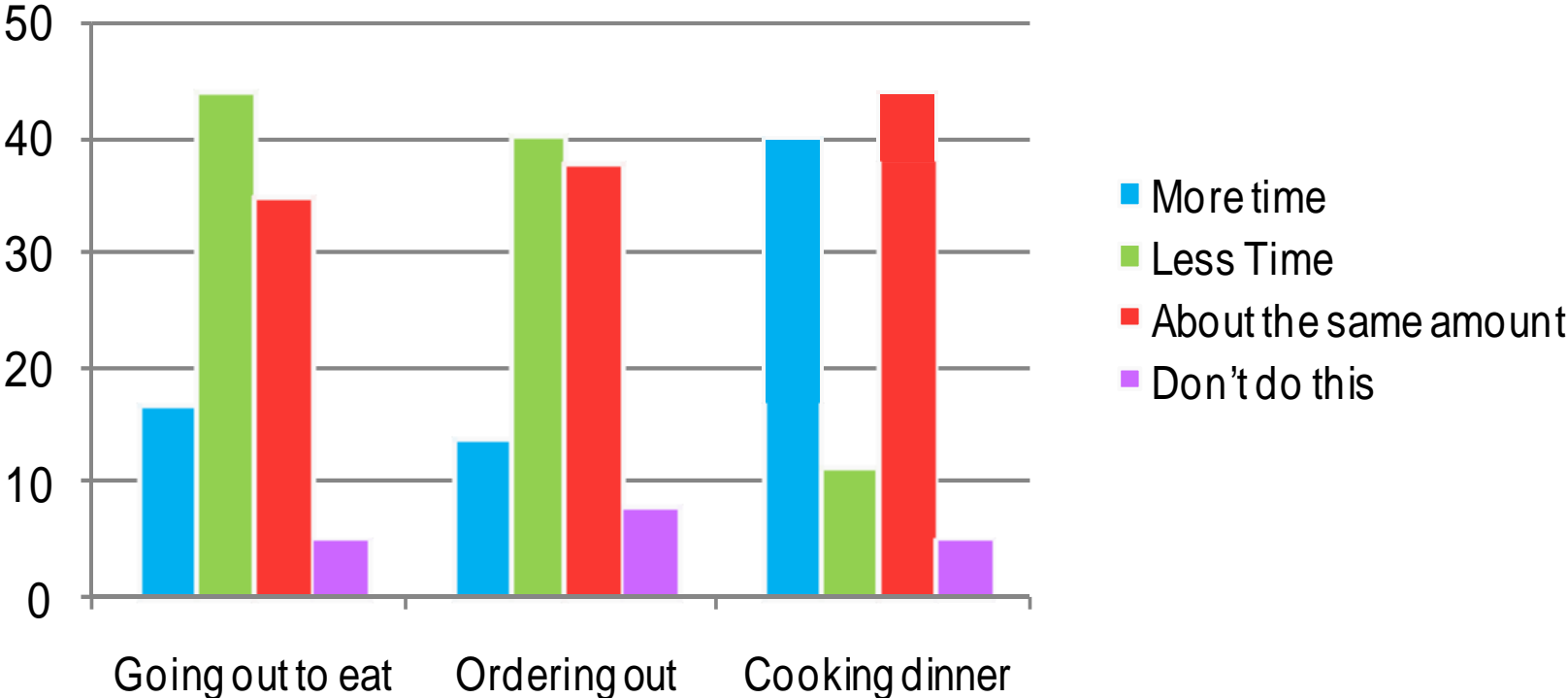
What we see in the market:

- Alternatives to restaurant meals, often branded with familiar restaurant names
- Focus on dining in, not eating out



Changes in consumer behavior suggest opportunities

Behavioral change: **“We can’t afford to eat out anymore.”**

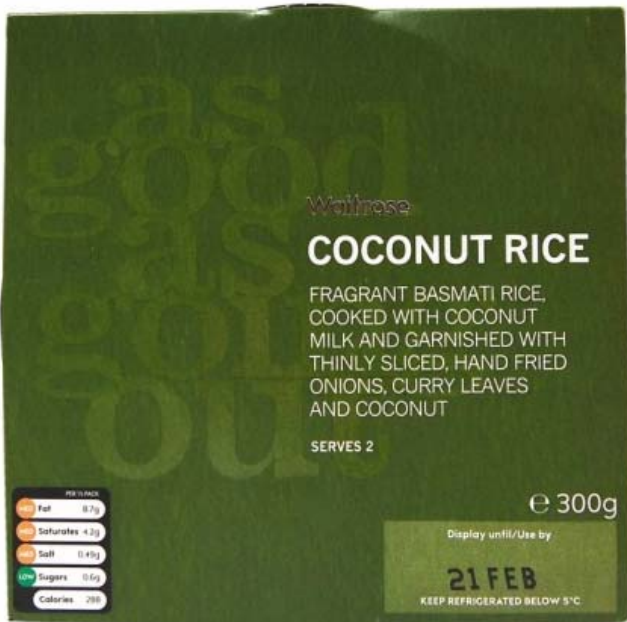


In the last three months, would you say you are spending more, less or about the same amount of time doing the following activities **with your family** (compared with the same period last year)

Source: Mintel Reports
December 2008

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As good as going out



Waitrose As Good As Going Out meals, UK, claimed to be restaurant quality



T.G.I. Friday's Complete Skillet Meals Firecracker Sesame Chicken, USA



Mario Batali Cinque Formaggi Five Cheese Blend, USA

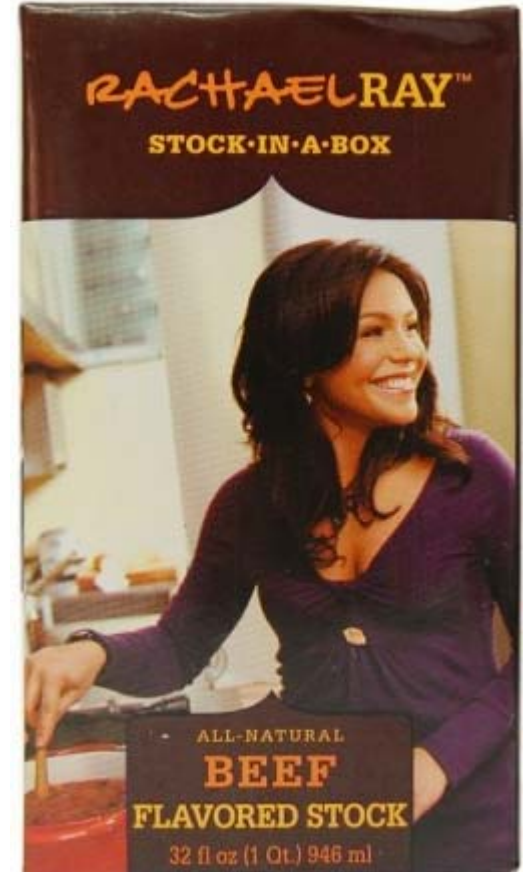
The influence of celebrity chefs



Jamie Oliver, UK



Rachael Ray, USA



Making it easy (but not too easy)



NoMU Stir Tomato & Herb Pesto, South Africa, just add hot water and olive oil to prepare



Crate & Barrel Italian Gorgonzola Grilling Sauce is a bold, USA, with a heat-resistant silicone basting brush



Marks & Spencer Ready To Stir Fry Sweet Chilli & Ginger Sauce, UK

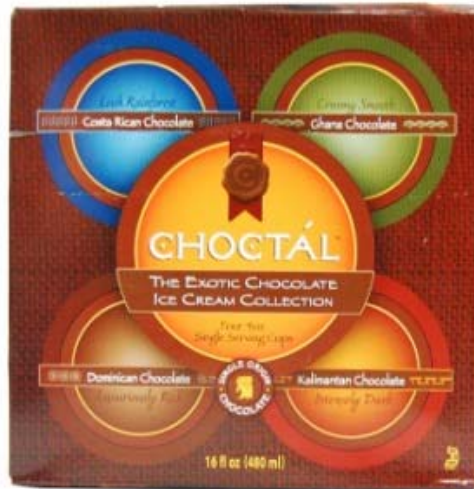
Around the world



Holzbach Selected Natural Gourmet Salts, Germany, a range of 12 salts from exotic locales around the world



Woolworths Specialty Food & Wine Collection Curries of Origin, South Africa, authentic curries from home and abroad, including Durban, East African, Indian Korma, Rogan Josh and Vindaloo



Choctál The Exotic Chocolate Ice Cream Collection, USA, with Costa Rican Chocolate, Ghana Chocolate, Dominican Chocolate and Kalimantan Chocolate varieties

Pure Simplicity

What it is:

- Purity of ingredients, simplicity of use

Why it's important:

- In an increasingly confusing, busy, and seemingly hostile world, consumers are seeking simpler, easier ways of doing things, coupled with clearer communication. The new language: convenient = simple.

What we see in the market:

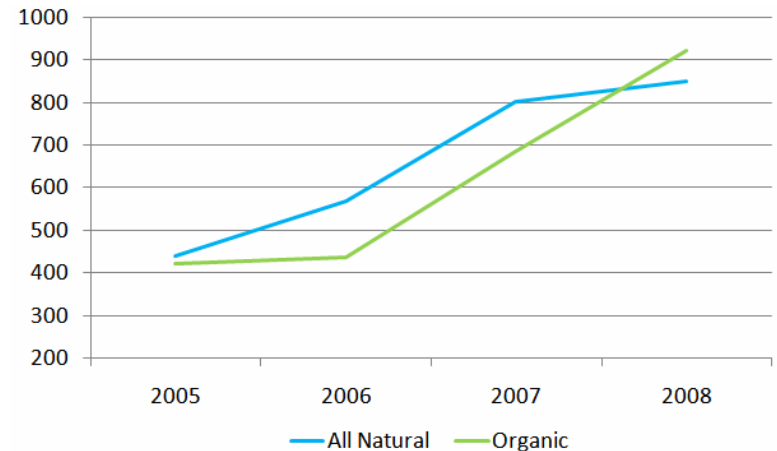
- Growth of organic, natural, Fairtrade, Rainforest Alliance
- Simple communication of benefits
- Clean labels and “no junk” messaging gaining ground
- The “new green mantra” for packaging



Organic and natural

- For the US market, organic is about wellness and food safety
- Organic introductions continue to rise
- Although, sales are slowing in US and Europe
- Is organic only for the “healthy wealthy?”
- What is the role of “partial organic?”

Organic and natural sauces and seasonings introductions, global: 2005 - 2008



Simple messages, ease of use



Smart-Spice True Cinnamon Organic Packets, USA, packaged in pre-measured, single-use packets



Good Oil Original Oil, UK, cold-pressed hemp seed is rich in omegas 3, 6 and 9



Gourmè Mist Barrel Aged Balsamic Vinegar Mister, USA, gentle spray is eco-friendly

The role of packaging



ProBio Fairtrade Spices, France, feature a lightweight UV-protective container

Verstegen Candlelight Pepper Sauce, the Netherlands, retails with a tea light candle to keep the sauce heated throughout the meal



Mind & Body

What it is:

- Products that enhance the mood and those that promote overall wellness

Why we care:

- Products to calm or soothe the senses have been in the market for quite a long time, but we are seeing herbs, spices and other ingredients appearing in new categories and being used in new ways; functional positioning around spices is also gaining ground.

What we see in the market:

- Growth of products with chamomile and lavender
- Warming through chili



Calming via lavender and chamomile



Sunsweet Herbal Waters Calming Mint + Lavender Water, USA, with organic herbs to calm and soothe



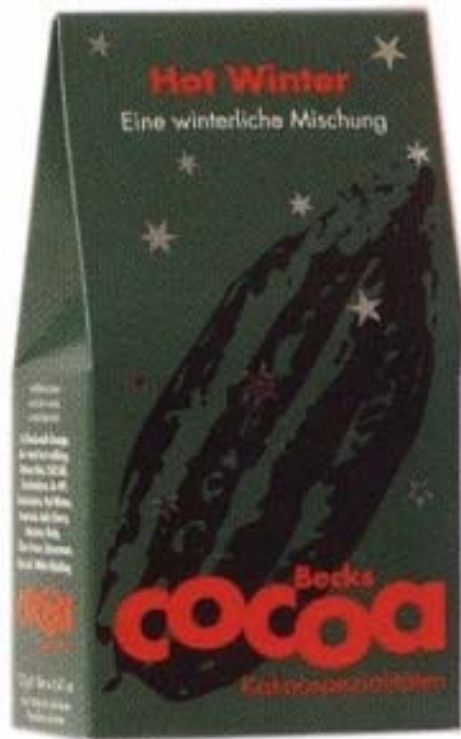
Honeydrop's organic flavored water, USA, in Bee Calm with chamomile and Bee Good with apple



Plum Baby Organic Superfoods Strawberry & Chamomile Yogurt, UK, with natural botanicals to help babies sleep

Some like it hot: Chili in unexpected places

Australian Harvest's Red Wine Chilli Sauce, Australia, organic red wine sauce for topping and marinating meats



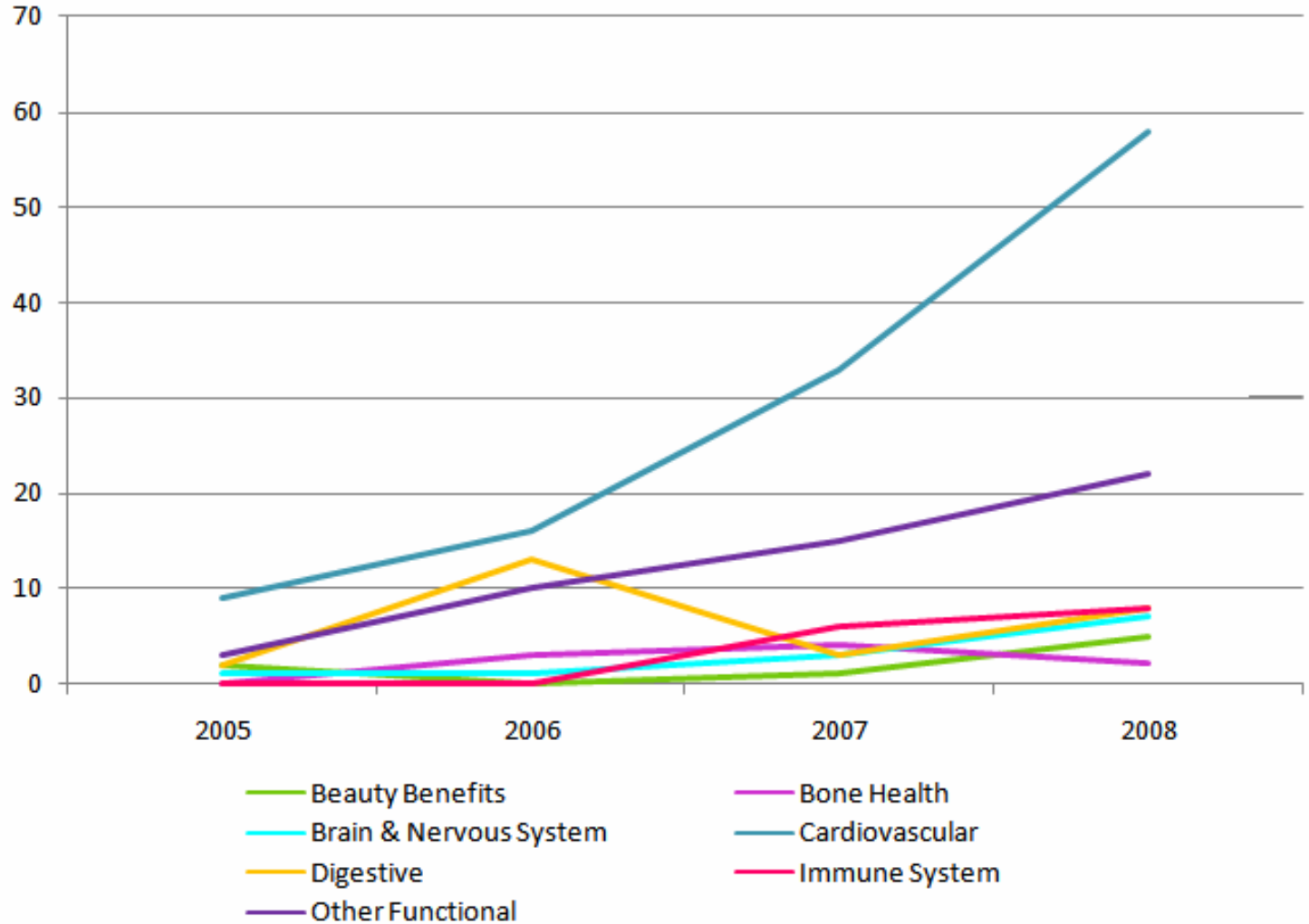
Becks Hot Winter Cocoa Mix Beverage, UK, with chili and ten spices for the cold season



Tohato Habanero Extra Spicy Potato Rings, Hong Kong, extremely spicy habanero flavor balanced with menthol

Functional claims growing in the category

Functional claims in sauces and seasonings products, global: 2005 – 2008



Seven superspices



Thrive! Foods Super Treats Pro-Immune Ginger & Cinnamon Ginger Snaps, USA, all natural treats with anti-inflammatory ginger and antioxidant-rich cinnamon



Adding functionality through spices



HydroOne's Rev-D Diabetic Nutritional Beverage, USA all natural beverage with cinulin cinnamon concentrate



Coca-Cola's Jianchi Apple, Ginger, Ginseng & Kumquat Fruit Drink, Italy, energizing drink formulated according to traditional Chinese medicine

Fortification



Medicinal Curry Flakes, Japan, balance the body's chi in accordance with traditional oriental medicine



Omega Shakers Seasoning Toppers Organic Milled Flaxseeds, USA, with omegas 3 & 6, lignans fiber and protein



Quai Sud Bambou Imperial Salt, France, antioxidant-rich natural salt fortified with bamboo leaf extract

Sweet flavors for consideration

- A look at an established flavor: Dark chocolate
- Influence from nonfood: Lavender
- Regional flavors on the move:
 - Cactus
 - Starfruit



Lavender

What it is

- Ubiquitous garden herb, personal and home care scent

Why it's important

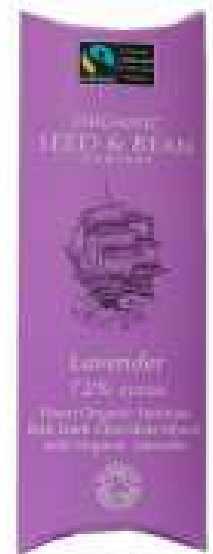
- Exotic, upscale flavor profile
- Familiar flavor that translates to many categories

Where it's going

- Expansion from premium chocolates and drinks into more mainstream offerings

On the menu

Lavender and White Chocolate Crème Brûlée
(Gotham Bar and Grill): *Caramelized raspberries
swirled in lavender-scented crème brûlée*



Cactus

What it is

- Fleshy oval leaves of the nopales cactus

Why it's important

- Latin American influence

Where it's going

- Translates from everyday food in Latin America to more unusual formulations in other countries



On the menu

Ensalada de Nopalitos (Candelas): *Mixed greens with tomatoes, mozzarella cheese, and sautéed cactus stack, served with an oregano vinaigrette*

Starfruit

What it is

- Also called carambola, a star-shaped sour fruit

Why it's important

- Diversity and uniqueness

Where it's going

- Like other fruits, expanding out of Asia

On the menu

Gotham Trio of Ice Creams (Gotham Bar and Grill): *Starfruit-Lemon Thyme, Vanilla-Allspice and Chocolate-Mint*



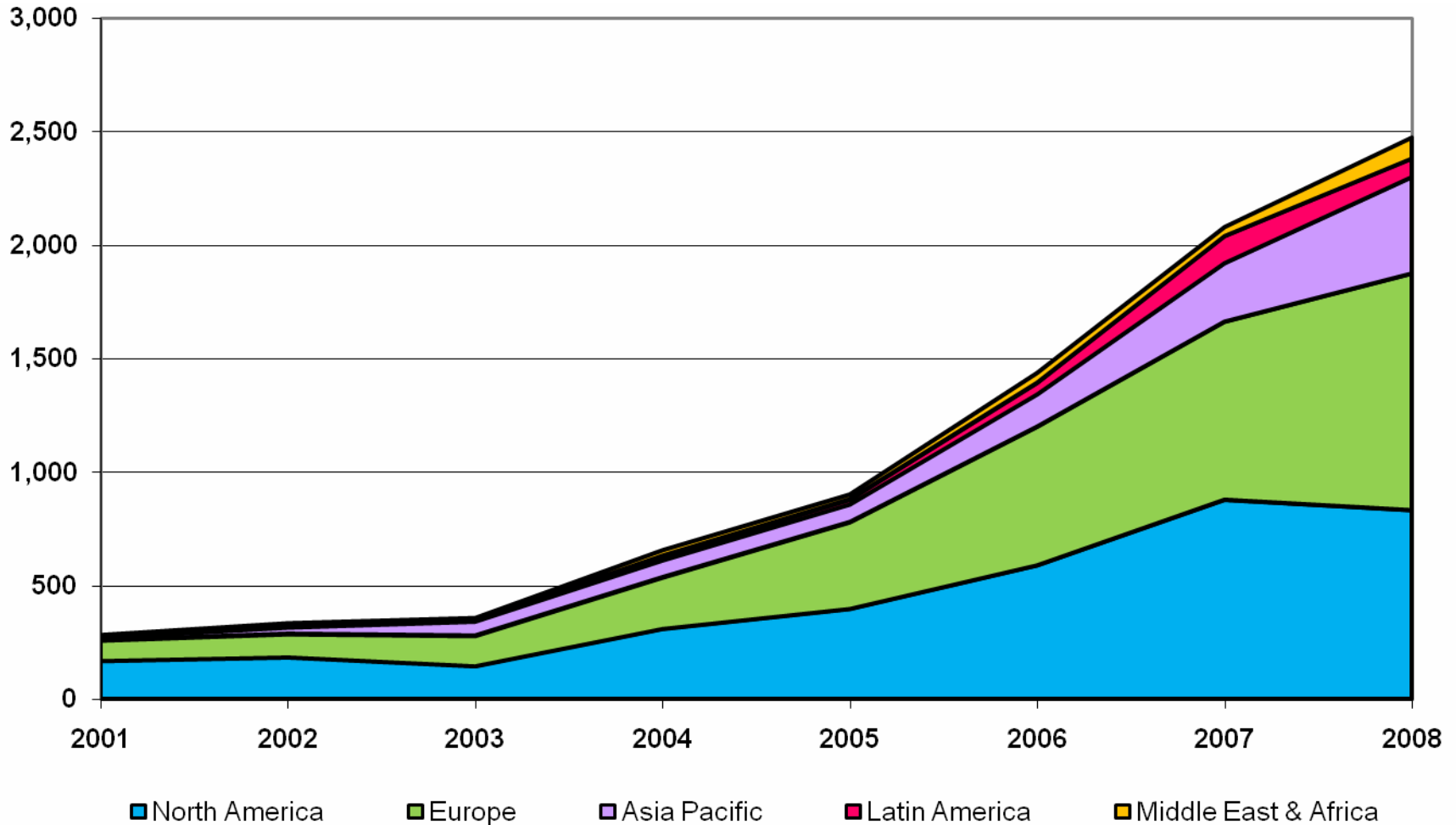
Flavor focus: Dark chocolate

- Chocolate in all forms well established globally; expansion into dark chocolate driven by two factors: indulgent taste and good health
- Expansion from chocolate confectionery introductions into wide range of additional categories, including some more traditionally savory categories
- Dark chocolate becomes more specific (e.g. 71%)
- Ties in with consumer dual needs for self-indulgence and self-control



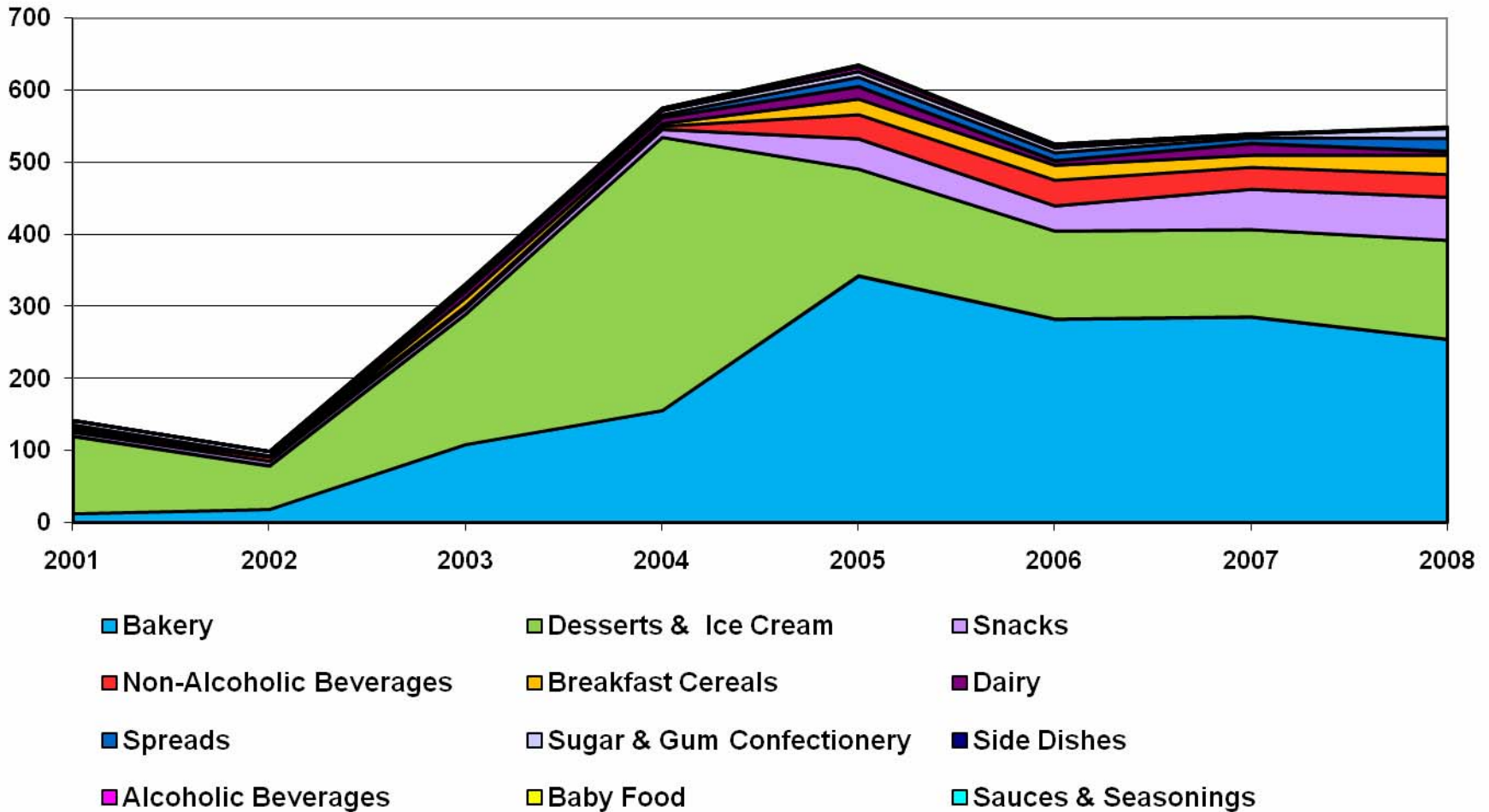
Dark chocolate confectionery continues to rise

Dark chocolate in chocolate confectionery products, global: 2001-2008



Dark chocolate surges in 2004

Dark chocolate in all other categories, global: 2001-2008



Where to next for dark chocolate?

- More specificity
 - Of percent cacao
 - Of location
- More information
 - Of provenance
 - Of flavor notes
 - Of health benefits
- Recession proof?



Savory flavors

- A look at an established flavor: Curry
- Segmentation of an established flavor: Masala
- Spicy, in regional ways:
 - Chimichurri
 - Peri peri (or piri piri)



Curry

What it is

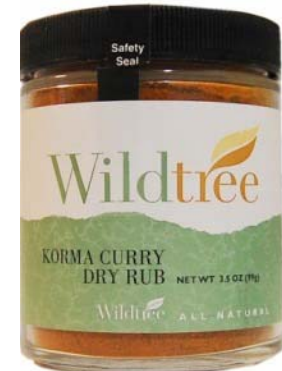
- Very broad category of savory flavors, sometimes hot, sometimes mild

Why it's important

- Diversity—appears in a number of countries in a number of heat levels and flavor profiles

Where it's going

- Ties in with trends of spicier, more ethnic, more vegetarian foods



On the menu

Yucatan Style Plantain Crusted Chicken (Janos Restaurant): *With green coconut milk curry, roasted corn vinaigrette, pineapple rice and cilantro chili slaw*

Masala

What it is

- Specific seasoning blend, a cousin to curry

Why it's important

- More unusual than curry, but also appears in a range of flavor and spice levels

Where it's going

- Same direction as curry, for consumers seeking more unique offerings, more spicy offerings, more ethnic foods

On the menu

Masala Spiced Free Range Chicken (Gotham Bar and Grill): *Basmati rice, lime yogurt and toasted cashew, curried chicken reduction*



Chimichurri

What it is

- Seasoning from Argentina, comprised of parsley, olive oil, paprika, garlic

Why it's important

- Argentinean and Brazilian food is popular in the US

Where it's going

- Flavor profile has potential to extend into new categories

On the menu

Grilled Lamb Porterhouse Chops (Mesa Grill): *With cilantro-mint chimichurri and Anaheim gratin*



Peri peri

What it is

- Hot seasoning originally from Mozambique; appears mostly in South Africa and Australia

Why it's important

- Unique name and flavor profile can appear to many consumers

Where it's going

- Movement out of Africa into Europe and North America

On the menu

Egg, Bacon and Fried Anchovy Sandwich (Rialto Restaurant): *With piri piri sauce*



Thoughts for consideration

- Even in difficult times consumers want the chance to splurge
 - They may do it differently in a recession, but paying for home-centric indulgences is still within reach for many
 - Explore ingredient concepts that complement consumers' cooking and gardening efforts
- On the label—make it easy for consumers to see and understand the benefits and various applications of your products
- The “surprise” factor helps differentiate products in the crowded marketplace
 - Mix savory and sweet
 - Spicy flavors in unexpected places
- Explore more applications for specificity in health benefits and targeted functionality

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