

## Innovation on the Menu: Flavor Trends - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Restaurant operators don’t need to reinvent the wheel if they want to stay on trend. Focusing on how restaurants can differentiate themselves from in-home cooking through authentic ethnic flavors, fresh herb combinations, and unique sauce pairings can garner more interest in a restaurant, especially when all of these factors have a positive impact on a consumer’s dining out experience.”  
 – Katrina Fajardo, Foodservice Analyst

### This report looks at the following areas:

- Consumers are becoming more comfortable in their home kitchens
- Targeting the right audience for new flavors and seasonings
- How to garner curiosity for new flavors at restaurants versus at retail

Foodservice operators, chefs, and manufacturers are continually hoping to beat their competitors (eg cooking at home, grocery stores, convenience stores, etc) to the punch in regard to the newest flavors and dishes that will interest American consumers. This is especially important in a competitive environment where consumers are still cautious about spending on foods eaten outside the home.

The main market trends that are affecting this race for innovation are the changing face of American demographics, consumers growing comfortable within their own kitchens, interest in regional ethnic cuisine, and the “foodie” movement cultivating a group of customers who are seeking more than nourishment when dining out; now, they seek a one-of-a-kind experience.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Key points

- Immigration and a growing non-White population are spurring flavor interest
- Millennials are a consuming powerhouse
- The internet has allowed for free-flowing flavor information
- The foodie movement

## Innovations and Innovators

- Marketing to spicy lovers
- Stunt foods give consumers the thrill of new tastes and flavors
- Food preparation is creating a new avenue for flavors and spices
- Variety is created via new dips and sauces

## Marketing Strategies

- If you can't beat 'em, join 'em on the internet
- Pinterest
- Facebook and other social media outlets
- Menuing authentic, international flavors and foods
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Americas

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Spicy peppers/chiles/spices

Baking spices and aromatics/seasonings

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Men are bold, women are unique (in terms of flavor interest)

Millennials and Hispanics will drive the new flavor trends in foodservice

As a whole, experience is always the most influential drive in foodservice

## Consumer Data – By Gender

Key points

Men use restaurants more frequently, but women are more adventurous when dining out

Spicy and branding is a bigger draw for men at restaurants, as they are more likely to be bored with restaurant offerings

Women use a plethora of mediums to learn about new flavors and foods

Women seek unique and healthier flavor offerings at restaurants, especially if it is harder to replicate at home

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Key points

iGeneration/Young Millennials' diversity leads to unique ethnic requests; social media is key for discovering new flavors and seasonings

Older Millennials are the adventurous eaters, with interests in spicy and worldly flavors, while utilizing the internet and cooking classes

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### Key points

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Millennial parents, and parents with kids aged 6-17, are more internet savvy, especially in regard to finding new flavors  
Branding at grocery stores and menus is helpful for Millennial parents

Restaurant foods that aren't up to par among parents with kids aged 6-11 has them turning to cooking at home

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