

Flavor Innovation on the Menu - US - September 2019

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"Demand for flavor innovation on the menu is already high, and it's poised for continued future growth alongside the population growth of the most Adventurous Eaters: young and Hispanic consumers. Millennials in particular are hungry for less-common flavors and ingredients on the menu, spanning everything from sour flavors to seafood sauces."

– Jill Failla, Foodservice Analyst

This report looks at the following areas:

Operators will also need to invest more in international ingredient research and development to keep pace with the quick-moving retail market.

- Sweet flavors fall from favor
- Retail raises the bar for flavor innovation
- Cater to Millennials and Hispanic consumers with flavor innovation
- Appeal to Cautious Eaters with beverages and desserts
- Don't shy away from bitter and sour flavors or seafood sauces

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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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