



Trend Spotting

A virtual approach to predicting trends for Flavour Forecast 21st Edition

Twenty-one years into flavour forecasting, and McCormick is still uncovering the trends that will shake up the way we cook, flavour and eat. With a hard lean into the virtual twist that 2020 placed on the world, this year's approach was exclusively digital, but no less full of passion for the pursuit of flavour.

What does a several months-long Flavour Forecast® deep dive look like without travel? From the comfort of their kitchens, McCormick team members from the five regions of North America, Latin America, Europe, Asia and Australia chatted with experts and influencers to hear their takes on what's next in food, drink and flavour. They participated in culinary experiences with McCormick chefs virtually to inspire recipe and flavour creation; and investigated the latest in applications from nutrition to indulgence across flavour, food, colour, lifestyle and culture.

Exploration was immersive, without ever having to leave their homes!

How does McCormick spot food trends?

1. The global team of McCormick chefs, home economists, sensory scientists, dietitians, trend trackers, marketing experts and consumer research experts begin by examining consumer behaviour. This involves looking at trends in fashion, health, technology, lifestyle and, of course, food and dining. McCormick then narrows these down to uncover key trends that are specific to the food industry.
2. Once these key food trends have been identified, McCormick investigates flavour combinations to support the trends.
3. Culinary experts identify why a flavour combination works and evaluate each combination to form the descriptions and details behind each flavour combination and trends.
4. Global culinary and consumer kitchen experts take these flavour combinations and ingredients and develop on-trend recipes, formulas and products that best showcase the flavour combinations.

