### **KERRY**

Global
Taste
Charts
2024

Global Media Coverage





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Campbell & Company Strategies Inc.

Communications and Public Relations Vancouver, BC CANADA



Global Taste Charts 2024 US & Canada Media Coverage





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### Food Business News.

Kerry sees consumers reaching for international, spicy cuisines



Photo: ©IGOR NORMANN – STOCK.ADOBE.COM



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# **Food**Navigator



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### Kerry expects social media's audacious flavor combos to shape innovation in 2024

By Gill Hyslop

20-Feb-2024 - Last updated on 20-Feb-2024 at 18:13 GMT

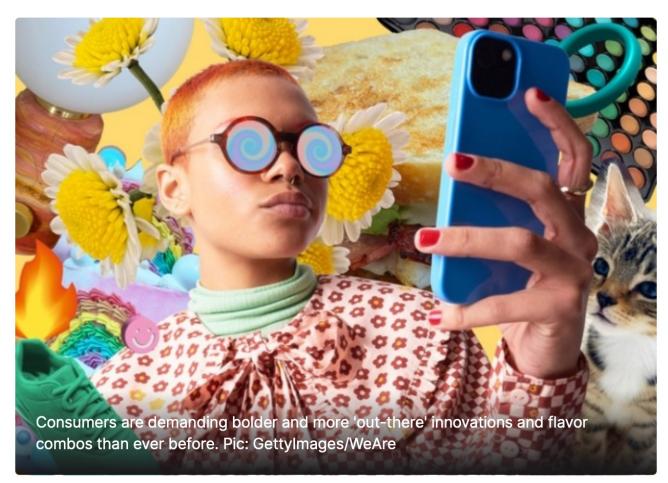
















#### Market Research

#### Kerry Releases 2024 Global Taste Charts







Press Releases

#### Other

## Kerry releases 2024 Global Taste Charts — A World of Future Tastes

By Press - January 25, 2024



Beloit, WI, January 23, 2024 — Kerry, a world leader in taste and nutrition, is pleased to release its 2024 global taste charts, *A World of Future Tastes*, to the global food and beverage community. The culmination of Kerry's year-long research is a series of incisive, interactive charts

created for 13 individual regional markets.

These charts track flavor adoption and evolution around the world and provide an in-depth analysis of the ingredients and trends that will shape innovation in the food and beverage sector over the year ahead. The charts are an online resource that can be mined by product and menu developers worldwide.

To illustrate today's incredible pace of innovation, Kerry researchers also conducted a deep dive into the lifecycles of two long-popular heritage flavors — orange and chocolate — and examined how these mainstream ingredients are now exploding into all manner of inventive product offerings around the world. These two case studies illustrate clearly how many traditional tastes worldwide are now fusing into new, innovative applications as product creators around the globe source, combine and recombine flavors and spices from distant origins into exciting new taste experiences.

### The Food Institute

### **The Most Popular Candy and Snack Flavors Worldwide**

KELLY BEATON | FEBRUARY 6, 2024











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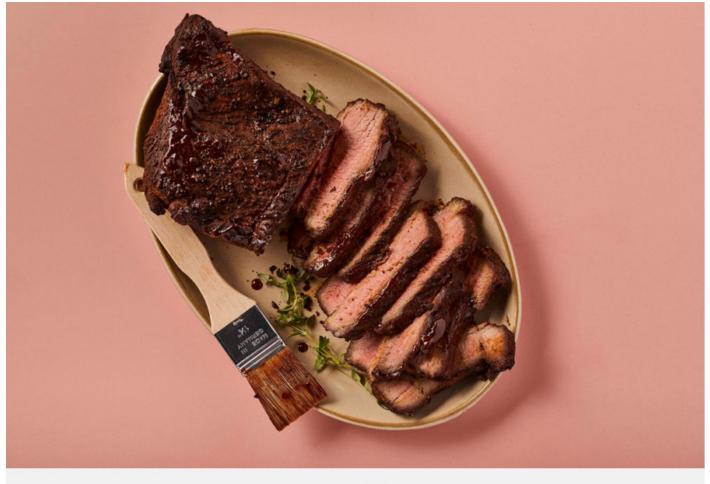
The Kerry food company recently released its 2024 taste charts, noting the flavors that have gained the most momentum in recent years. And, more than anything, Kerry's findings illustrate that Americans are embracing bold, foreign flavors like never before.

## bake



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### Kerry releases 2024 global taste charts

















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# Kerry Releases 2024 Global Taste Charts

Press Release | Feb. 1, 2024 at 6:20 pm



in







Beloit, Wisc. — Kerry, a
world leader in taste and
nutrition, is pleased to
release its 2024 global
taste charts, A World of
Future Tastes, to the global
food and beverage
community. The culmination
of Kerry's year-long
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incisive, interactive charts



created for 13 individual regional markets.

## prepared FOODS

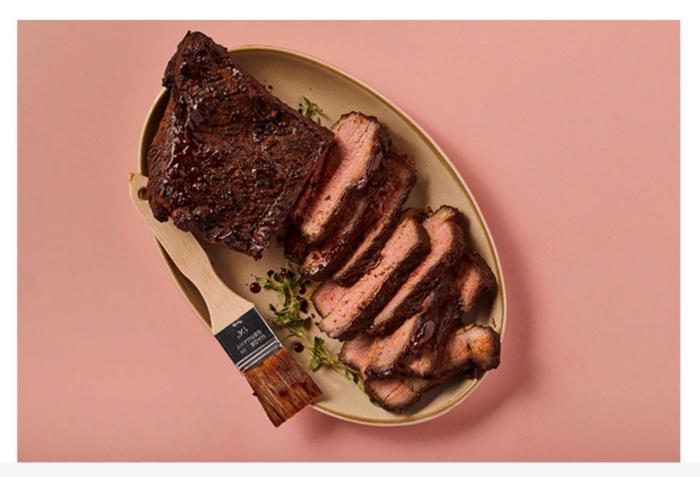
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**FLAVORS & SEASONINGS & SPICES** 

#### **Kerry: Global Taste Trends**

Kerry releases "World of Future Tastes," showcases flavor trends









A World of Future Tastes offers a glimpse into snack and bakery flavors to watch.

By Jenni Spinner



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Photo: McHail Hernandez/Pexels





#### Kerry 2024 Taste Charts Offer an Analysis of Ingredients and Trends That Will Drive Innovation

This series of interactive charts created for 13 individual regional markets can be mined by product and menu developers worldwide.



### **CStoreDecisions**

Click here to access full article (turn to page 8 of the magazine)



### QUICKBITES

#### **CONSUMER SNACKING CONTINUES**

Whether it's for a sweet, salty or healthier treat, consumers are starting to take more trips down the snack aisle at c-stores to find their latest craving.

#### **EXPANDED TASTE BUDS**

More consumers are interested in trying new flavors when looking for snacks and food. According to Kerry's "2024 U.S Taste Charts":



- Young consumers are craving bold and unusual flavor combinations, driven by social media's influence and a desire for novelty.
- Some very familiar flavors, such as orange, are getting a new look with varietal and floral twists. Health considerations spurred by the pandemic also provided this source of vitamin C with a renewed wave of consumer appreciation.
- Spice literal and figurative is being added to a wide range of more everyday foods, providing a dash of excitement and a new sensation.

Source: Kerry's "2024 U.S Taste Charts," January 2024



CHEESE MARKET NEWS® — January 26, 2024

#### INGREDIENT INNOVATION Your start to flavor, texture and functionality

#### Kerry releases 2024 global taste charts tracking flavor adoption, evolution around the world

BELOIT, Wis. - Kerry, a world leader in taste and nutrition, recently released its 2024 global taste charts, A World of Future Tastes. The charts include a year's worth of research for 13 individual regional markets.

The charts track flavor adoption and evolution around the world as well as providing an in-depth analysis of the ingredients and trends that will shape innovation in the food and beverage sector in the year ahead.

Additionally, Kerry researchers conducted two case studies into two long-popular heritage flavors - orange and chocolate - and examined how they are being included in all manner of inventive product offerings around the world.

"The global exchange and dissemination of tastes and flavors through social media and travel is still in its

infancy, and globalization in food, beverage and cuisine development make this a truly exciting time to be in the industry," says Soumya Nair, global consumer research and insights director at Kerry. "Although rapidly changing times can present great challenges, they also provide an unparalleled opportunity for brands to catch an emerging trend on the rise. We are seeing many unique flavor intersections in foods and beverages, and Kerry is using technologies such as Natural Language Processing, artificial intelligence, social media and traditional consumer observation tools to stay ahead of the adoption curve, and to help consumers navigate the emerging taste environment for products being developed in 2024."

Some of the insights included in this year's charts include:

#### Ingredion launches gelling starch for dairy

WESTCHESTER, Ill. — Ingredion Inc., a leading global provider of specialty ingredient solutions to the food and beverage manufacturing industry and pioneer of clean-label ingredients, recently announced NOVATION Indulge 2940, the first non-GMO functional native corn starch and clean label ingredient that provides a unique gelled texture for popular dairy and alternative dairy products.

NOVATION Indulge 2940 offers a consumer-preferred "corn starch" label, which is highly recognized and more accepted by consumers globally than gelatin, carrageenan and other common texturants, Ingredion's consumer insights say.

"Consumers increasingly expect

all of the products they buy to be made with recognized and accepted ingredients, and at the same time provide a satisfactory eating experience," says Nick Ferraro, global senior strategic marketing manager of clean and simple ingredients for Ingredion Inc. "With NOVATION Indulge 2940, food brands can formulate popular products—such as yogurts, puddings, processed cheese and vegan cheese that satisfy both the increasing demand for clean labels and the growing dietary requirements of consumers, and all with an ideal texture."

NOVATION Indulge 2940 also features cost stabilization and improved cost-in-use thanks to the ingredient's reliable supply as a "corn starch." CMN Salty Snacks

· Inventive crossovers of international cuisines, such as Filipino and American dishes in the United States with Halo-inspired cocktails, ube burgers and adobo chicken sandwiches;

· Spice being added to a wide range of more everyday foods, including spicy cocktails, spicy chocolate, spicy honey and spicy sparkling waters. Products are utilizing interesting spice ingredients such as arbol peppers, gochugaru and tajin seasoning;

· Young consumers craving bold and unusual flavor combinations in sweet-savory pairings, such as bacon milkshakes, coffee infused with black garlic and chocolate bars with wasabi;

· Some familiar flavors, like orange, are getting a new look with floral twists, as well as health considerations spurred by the pandemic; and

· People remain open to new experiences, such as Yuzu fruit including Yuzu Gose Beers in South Africa, Yuzu and Pepper Mayonnaise in China and Yuzu Low ABV wines and alcoholic beverages in the United States and Australia.

The 2024 Kerry Taste Charts can be found at kerry.com/taste-charts/

#### **Eurofins unveils new rBST detection method**

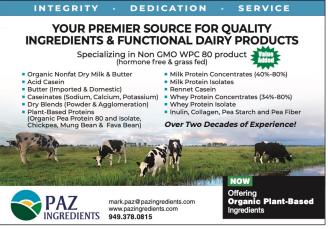
LUXEMBOURG-Eurofins recently announced it has developed and validated a method to detect recombinant bovine somatotropin (rBST) in liquid milk products.

The use of the artificial growth hormone rBST in dairy production is illegal in most countries around the world, except for five, including the United States. While there is not a scientific conclusion on the health effects from consuming dairy products produced from cows treated with rBST, there is consumer hesitancy around dairy products coming from cows treated with rBST.

"Our company strives to meet the needs of the industries we serve. We're proud to offer a sensitive, rugged and validated method for rBST in milk, a very challenging analyte," says John Reuther, president of Eurofins Central Analytical Laboratories.

The method developed and validated by Eurofins detects a peptide of the recombinant protein. The peptide is detected utilizing liquid chromatography tandem mass spectrometer (LC-MS/ MS). This technology allows for sensitive and accurate detection of rBST at concentrations lower than 0.001%.

By utilizing rBST testing, brands can add a layer of security to product label claims. Dairy processors can confirm that the milk products used in production are genuinely rBST-free. Until now, dairy products have been labeled with text stating that a product was produced with milk from cows "not treated with rBST" without any data to support this declaration. This innovative testing will allow for products to include "tested free from rBST" on their labeling, Eurofin says. Additionally, rBST testing could potentially boost U.S. dairy exports to countries that have banned the use of rBST in dairy products, the company adds. CMN



For more information please visit www.pazingredients.com

# **DAIRY**PROCESSING



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### Bold, spicy among emerging flavor trends



Photo: stock.adobe.com - ValentinValkov











### **CANADIAN GROCER**

# Matcha, fruity cereal, dragon fruit and more flavours on the rise in Canada: Kerry

Company releases its 2024 Taste Charts



**Jillian Morgan** Digital Editor

1/25/2024

**Kerry** has released its 2024 Taste Charts.

The charts identify flavours and ingredients here to stay, as well as those poised to create ripples in the food industry.

Ireland-headquartered food company

Covering the sweet, savoury, salty snack and beverage categories, each region- and country-level chart contains unique recommendations.



Canadians are craving more matcha in 2024.

See below for the emerging flavours tracked by Kerry (the fastest growing flavours over the last year) in Canada.



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## **Convenience Store**

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# Kerry's World of Future Tastes highlights changes in consumer food tases for 2024

Canadians show an adventurousness when it comes to trying globally-inspired flavours, spices and ingredients.

CSNC Staff

1/25/2024

People's tastebuds are always changing. And those looking to buy fresh ready-made and frozen meals are looking for a wider taste selection of globally inspired ingredients, cuisines and flavours to meet more adventurous palates.







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### Kerry's 2024 taste charts uncover new flavour fusions

By Food in Canada Staff January 25, 2024

Food In Canada Food Trends Ingredients & Additives



# SNAC REPORT

# NEWS \*\*\* & EVENTS

### Kerry Releases 2024 Global Taste Charts — A World of Future Tastes

#### **KERRY**

**Big picture:** Kerry, a world leader in taste and nutrition, is pleased to release its 2024 global taste charts, A World of Future Tastes, to the global food and beverage community. The culmination of Kerry's yearlong research is a series of incisive, interactive charts created for 13 individual regional markets.

**Go deeper:** These charts track flavor adoption and evolution around the world and provide an in-depth analysis of the ingredients and trends that will shape innovation in the food and beverage sector over the year ahead. The charts are an online resource that can be mined by product and menu developers worldwide.

Soumya Nair, Global Consumer Research and Insights Director at Kerry, commented on the 2024 taste charts: "The global exchange and dissemination of tastes and flavors through social media and travel is still in its infancy, and globalization in food, beverage and cuisine development make this a truly exciting time to be in the industry. Although rapidly changing times can present great challenges, they also provide an unparalleled opportunity for brands to catch an emerging trend on the rise..." Learn more on Kerry's website



Global Taste
Charts 2024
Europe
Media Coverage





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Communications and Public Relations Vancouver, BC CANADA

### Bakery&Snacks



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### Kerry expects social media's audacious flavor combos to shape innovation in 2024

By Gill Hyslop

20-Feb-2024 - Last updated on 20-Feb-2024 at 18:13 GMT

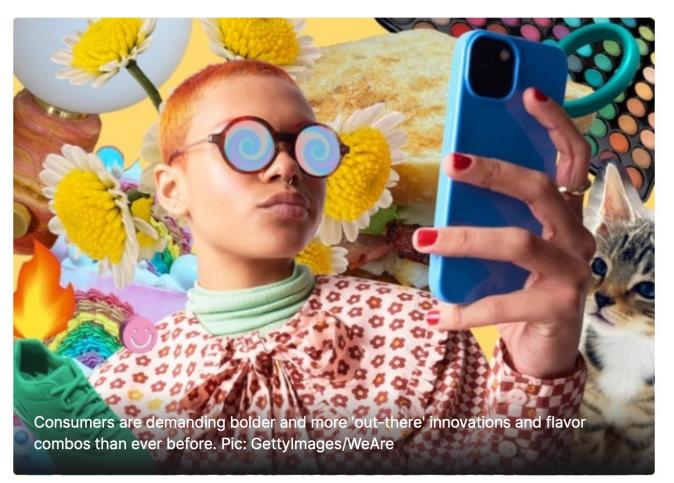








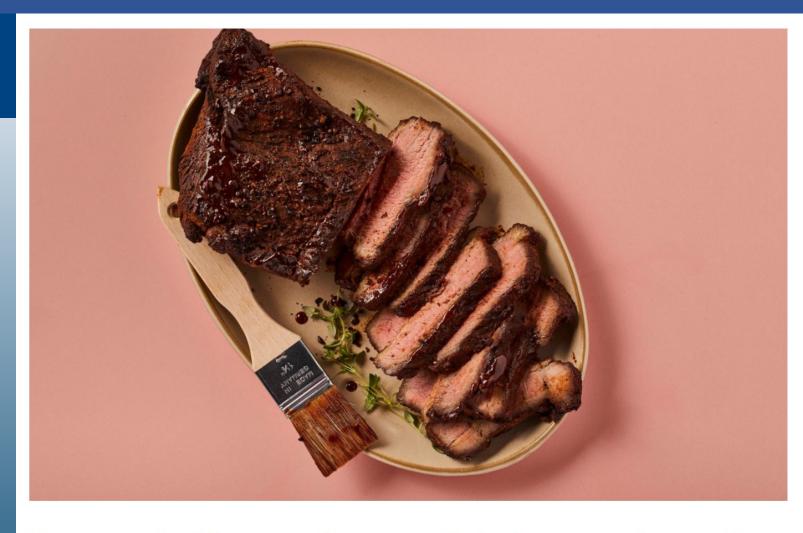




### FOODBEV OMEĐIA



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Research: Kerry releases global taste charts for 2024



# food ingredients 15th



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# Kerry's 2024 Global Taste Charts: Heritage flavors, spices and yuzu appeal to the masses



19 Feb 2024 --- Kerry's latest global taste charts, "A World of Future Tastes," have been designed to track flavor adoption and evolution worldwide and provide analysis of the ingredients and trends that will shape innovation in the year ahead.

Kerry researchers conducted a deep dive into the lifecycles of two longpopular heritage flavors — orange and chocolate — and examined how these mainstream ingredients are now exploding into all manner of inventive product offerings around the world.

These two case studies illustrate how many traditional tastes worldwide are now fusing into new, innovative applications as product creators around the globe source, combine and recombine flavors and spices from distant origins into new and exciting taste experiences.



#### Dissemination of taste

Soumya Nair, global consumer research and insights director at Kerry, says: "The global exchange and dissemination of tastes and flavors through social media and travel is still in its infancy, and globalization in food, beverage and cuisine development make this a truly exciting time to be in the industry."

She flags that although rapidly changing times can present great challenges, they also provide an "unparalleled opportunity for brands to catch an emerging trend on the rise."

"We are seeing many unique flavor intersections in foods and beverages, and Kerry is harnessing technologies such as Natural Language Processing, AI, social media and traditional consumer observation tools to stay ahead of the adoption curve and to help customers navigate the emerging taste environment for products being developed in 2024."





### Kerry Releases 2024 Global Taste Charts — A World Of Future Tastes

By **Jo Ilie** — On **Jan 26, 2024** 





Research: consumers seek spicy eating experiences

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# Food&Drink BUSINESS

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### **Kerry releases 2024 Taste** Charts

By Kim Berry | 24 January 2024



















## Kerry 2024 Global Taste Charts help product and menu developers shape innovation



Posted: 24 January 2024

**Related core topics: Ingredients** 

Related topics: AI, flavour, globalisation, NLP, taste

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Related people: Soumya Nair

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Kerry has announced it has created series of incisive, interactive charts for 13 individual regional markets for the global food and beverage community.





### **Kerry releases 2024 Taste Charts – A World of Future Tastes**

To illustrate today's incredible pace of innovation, Kerry researchers conducted a deep dive into the lifecycles of two long-popular flavours — orange and chocolate — and examined how these mainstream ingredients are evolving into all manner of inventive tasty product offerings around the world.

JANUARY 22, 2024





## **Kerry Showcases 2024 Global Taste Charts**



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Kerry, a world leader in taste and nutrition, has recently presented its 2024 global taste charts, A World of Future Tastes, to the global food and beverage community. Kerry's year-long study has culminated in a set of insightful, interactive charts designed for thirteen distinct regional marketplaces.





### News dalla rete ITA



7 Febbraio 2024 Stati Uniti

#### THE KERRY FOOD COMPANY RECENTLY RELEASED ITS 2024 TASTE CHARTS

February 7, 2024The Kerry food company recently released its 2024 taste charts, noting the flavors that have gained the most momentum in recent years. Kerry's findings illustrate that Americans are embracing bold, foreign flavors like never before. Source: FOOD INSTITUTE FOCUSFull

Article: https://foodinstitute.com/focus/focus-most-popular-flavors-worldwide/ (ICE NEW YORK)





## Kerry 2024 Global Taste Charts help product and menu developers shape innovation

苗 January 24, 2024 🙎 Editor



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Kerry Releases 2024 Global Taste Charts - A World of Future Tastes

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Kerry releases 2024 global taste charts: a world of future tastes

Published: 23-Jan-2024

Ingredients

Kerry, a world leader in taste and nutrition, is pleased to release its 2024 global taste charts, "A World of Future Tastes," to the global food and beverage community

global taste nunity





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Global Taste
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Asia-Pacific
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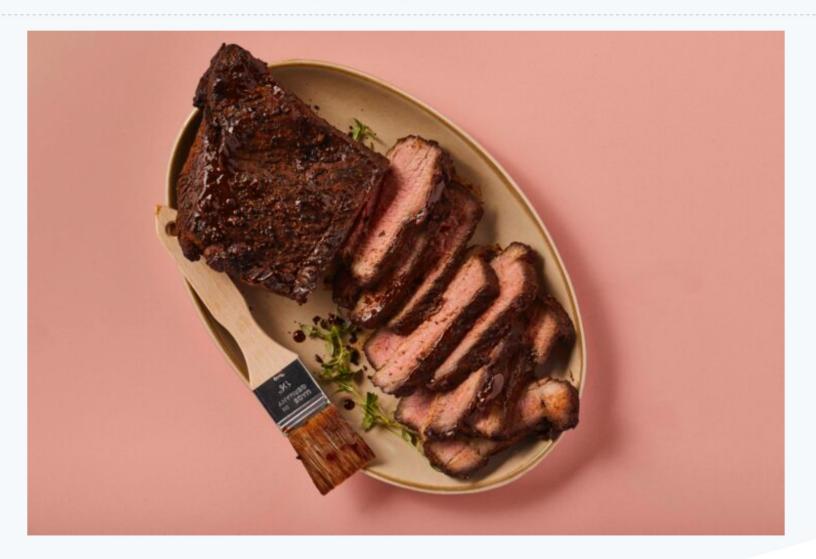


### Kerry releases 2024 Taste Charts — A World of Future Tastes

January 23, 2024 by Asia Food Journal

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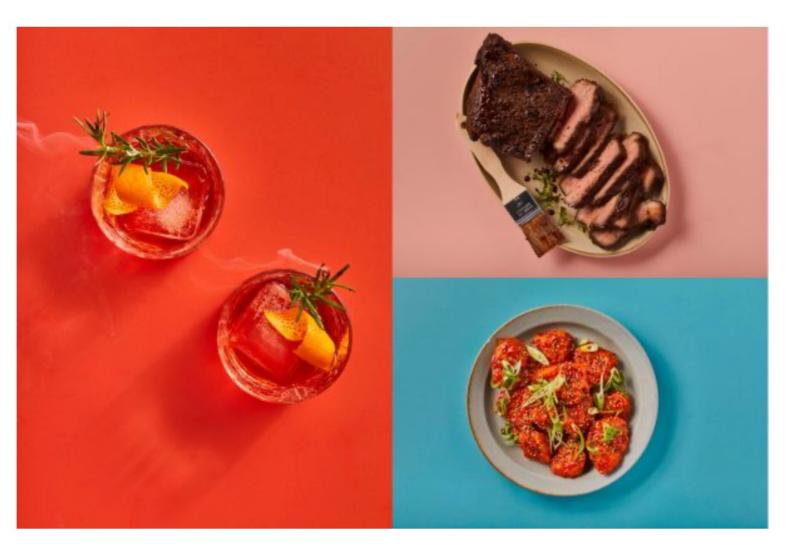


### **Kerry releases 2024 Taste Charts — A World of Future Tastes**

₩ Wednesday, January 31st, 2024

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# Kerry releases 2024 Taste Charts, "A World of Future Tastes"

January 22, 2024



Image: Kerry





### Kerry 2024 Taste Charts, A World of **Future Tastes**

**Kerry Taste & Nutrition (APMEA)** 

Tuesday, 23 January, 2024















Kerry has released its 2024 Taste Charts, A World of Future Tastes to the global food and beverage community. A culmination of Kerry's year-long research, the series of charts was created separately for 13 individual regional markets,



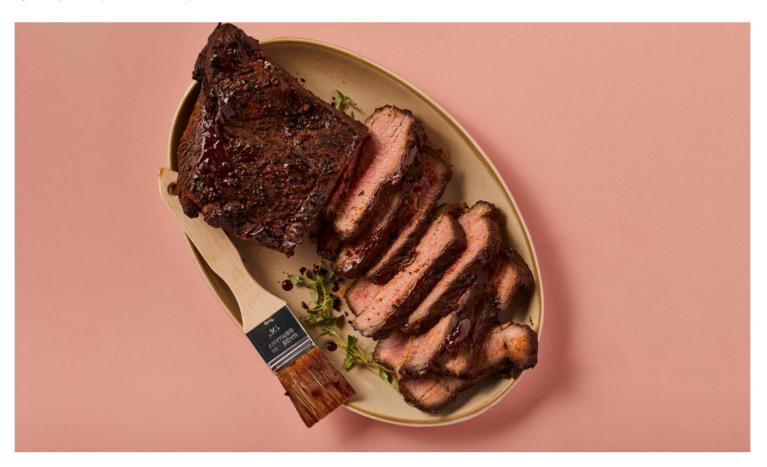
including 30 countries in Asia Pacific, Middle East & Africa (APMEA).





### Kerry releases 2024 Taste Charts — A World of Future Tastes

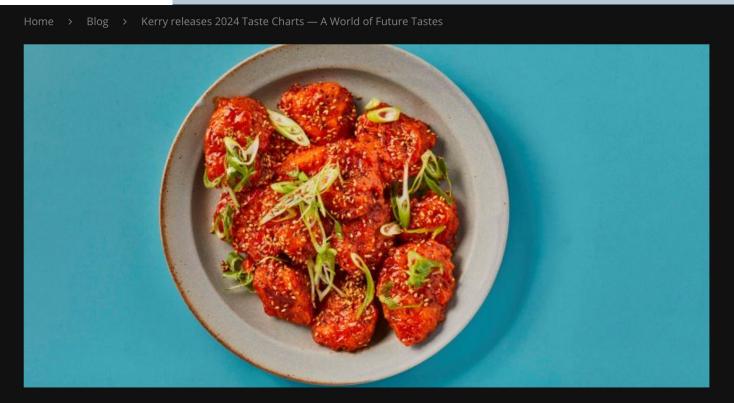
by fbreporter | Jan 27, 2024 | Featured News, Innovation



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Blog Ingredient News/PR Sweets and Snacks

Kerry releases
2024 Taste Charts

— A World of
Future Tastes

January 23, 2024



**Business Updates** 

# Kerry Taste Chart 2024: Forecasting flavor trends in food & beverage industry



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Globalization

Kerry Taste Charts 2024 tap social media for flavor predictions

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Globalization

Kerry sees consumers reaching for international, spicy cuisines

## Kerry Releases 2024 Global Taste Charts



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Globalization

Kerry 2024 Global Taste Charts help product and menu developers shape innovation

# SUPERMARKET GWS BEYOND THE AISLES - YOUR TRUSTED INDUSTRY VOICE SINCE 1923

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#### THE LOVE OF CHOCOLATE & ORANGE





Global Taste
Charts 2024
Latin America/
Rest of World
Media Coverage





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Communications and Public Relations Vancouver, BC CANADA



# Kerry apresenta as tendências e sabores em ascensão para este ano















A **Kerry** apresenta o Taste Charts 2024, estudo que define novas tendências para o setor de alimentos e bebidas, oferecendo uma visão detalhada dos **sabores**, nuances e **aromas** que irão moldar a inovação na indústria neste ano.

Elaborado por especialistas da Kerry, o Taste Charts utiliza dados robustos e análises qualificadas, abrangendo 150 localizações globais e incorporando insights de tendências de menus, lançamentos de produtos e redes sociais.





### Taste Charts revela os sabores que vão dominar 2024

**POR BHB TEAM** 

**== 29/01/2024** 

**Q** O COMENTÁRIOS













Taste Charts antecipa os sabores do amanhã

#### **Canal Executivo**

Informação para quem decide - Aqui tem Good News

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# Kerry revela tendências para alimentos no País em 2024



canalexecutivoblog

14 14America/Sao\_Paulo fevereiro 14America/Sao\_Paulo 2024

Pesquisas



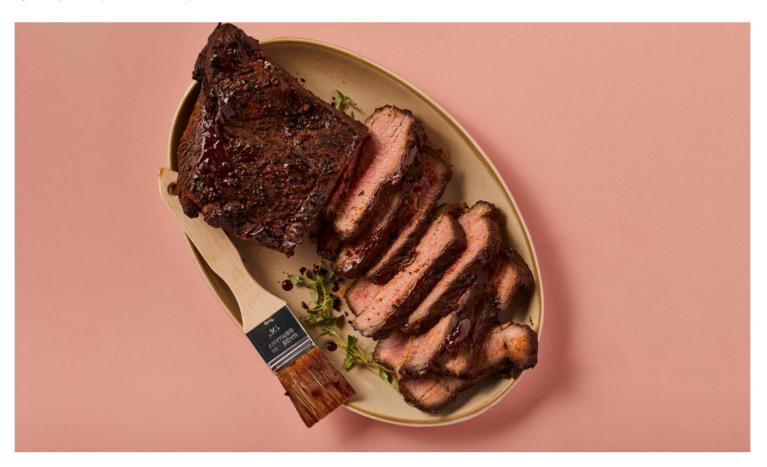
São Paulo (SP) — O estudo Taste Charts 2024, feito pela Kerry, marca as novas tendências para o setor de alimentos e bebidas, trazendo sabores, nuances e tonalidades de aromas que darão forma à inovação na indústria nos próximos meses. Confira as tendências por categorias:





### Kerry releases 2024 Taste Charts — A World of Future Tastes

by fbreporter | Jan 27, 2024 | Featured News, Innovation



Kerry, a world leader in taste and nutrition, is pleased to release its 2024 Taste Charts, A World of Future Tastes, to the global food and beverage community. The culmination of Kerry's year-long research is a series of incisive, interactive charts created separately for 13 individual regional markets, including some 30 countries in Asia Pacific, Middle East & Africa (APMEA).



# Cítricos, especiados y ahumados inspiran aromas y sabores en 2024

EDITOR / EMPRESAS / 05 FEBRUARY 2024

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# Kerry Taste Charts: os sabores que vão dominar 2024



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Nuggets com chili são exemplo de sabor picante, destaque no Kerry Taste Charts 2024. Fonte: Kerry, 2024

#### Panamá América

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PANAMÁ

### Sabores que dominarán 2024

Anualmente, 'Taste Charts 2024' enumera las tendencias y sabores en alza en todo el mundo en el sector de los alimentos y las bebidas.

Belys Toribio / Seguir / Ctoribio@epasa.com / - Actualizado: 31/1/2024 - 12:00 am



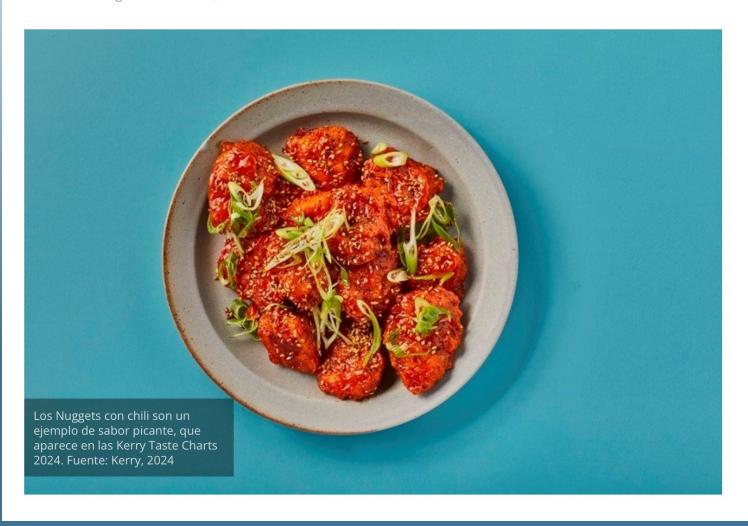




**COMERCIO Y NEGOCIOS** 

# Cítricos, picantes y ahumados inspiran los aromas y sabores de 2024

4 semanas ago
7 febrero, 2024



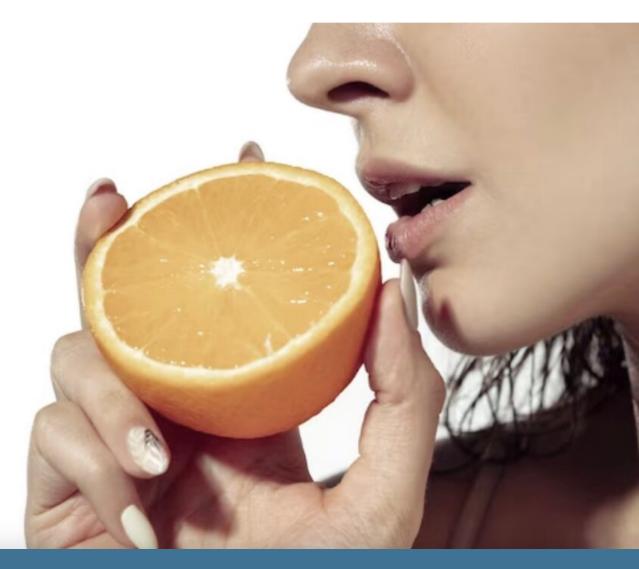




CONSEJOS · GASTRONOMÍA · RESTAURANTES

### Cuáles sabores dominarán en el 2024





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#### Tendencias sensoriales que conquistarán el mercado mexicano

Sabores y tradiciones como el chocolate y la naranja seducen a los mexicanos en varios sectores



9 DE FEBRERO DE 2024



#### Compartir











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# Laranja, chocolate, cítricos: os sabores que vão dominar 2024

Novo relatório aponta ainda picantes e defumados entre as principais tendências de produtos e preferências de consumidores neste ano

Por Simone Blanes

Atualizado em 25 jan 2024, 11h23 - Publicado em 24 jan 2024, 14h57



LARANJA E CHOCOLATE: os favoritos (Lígia Skowronski/VEJASP)