GLOBAL TRENDS
SHAPING THE FUTURE OF FLAVOUR
CULINARY-INFUSED SIPS

Three classic culinary techniques provide new tastes and inspiration in the creation of the latest libations.

Pickled: Combines tart with spice for zesty results
Roasted: Distinctive browned flavor adds richness
Brûléed: Caramelized sugar note provides depth

HEAT + TANG

Spicy finds a welcome contrast with tangy accents—lime, rice vinegar, yuzu, tamarind, Meyer lemon, cranberry, kumquats and ponzu—to elevate the eating experience.

Peruvian Chilies + Lime: Citrus paired with rocoto, aji panca, aji amarillo and more
Sambal Sauce: Spicy Southeast Asian sauce made with chilies, rice vinegar, sugar and garlic

TROPICAL ASIAN

Adventurous palates seek flavors from new regions. Two spots in Southeast Asia—Malaysia and the Philippines—offer distinctive ingredients and signature recipes for vibrant fare.

Pinoy BBQ: Popular Filipino street food flavored with soy sauce, lemon, garlic, sugar, pepper and banana ketchup
Rendang Curry: Malaysian spice paste with mild heat made from chilies, lemongrass, garlic, ginger, tamarind, coriander, and turmeric

ANCESTRAL FLAVOURS

Modern dishes reconnect with native ingredients to celebrate food that tastes real, pure and satisfying.

Ancient Herbs: Rediscover thyme, peppermint, parsley, lavender and rosemary
Amaranth: An ancient grain of the Aztecs with a nutty, earthy flavor
Mezcal: Smoky Mexican liquor made from the agave plant

ALTERNATIVE “PULSE” PROTEINS

Packed with protein and nutrients, pulses such as dried peas, beans and lentils are elevated when paired with delicious ingredients.

Pigeon Peas (called Toor Dal when split): Traditionally paired with cumin and coconut
Cranberry Beans (also called Borlotti): Perfectly enhanced with sage and Albariño wine
Black Beluga Lentils: Uniquely accentuated with peach and mustard

BLENDS WITH BENEFITS

Flavourful herbs and spices add everyday versatility to good-for-you ingredients like matcha and chia.

Matcha Green Tea: Ginger and citrus balance the slightly bitter notes of matcha
Flaxseed: Mediterranean herbs infuse flax to savory dishes
Chia Seed: Chia becomes zesty when combined with citrus, chili and garlic
Turmeric: Discover sweet possibilities when turmeric is blended with cocoa, cinnamon and nutmeg
Now in its 16th year, the McCormick® Flavour Forecast® is on the forefront of identifying top trends and ingredients shaping the future of flavour. Created by a global team of McCormick experts—including chefs, culinary professionals, trend trackers and food technologists—the Flavour Forecast inspires culinary exploration and innovation around the world for years to come.

A global leader in flavour, McCormick & Company has been helping people create memorable food experiences for more than 125 years. Our leading brands make a meaningful difference in the way people create and experience food every day, inspiring healthy choices and connecting the world through flavour.

With an unrivaled focus on quality, McCormick delivers the taste you trust, sourcing the highest quality ingredients from 40 countries. Our global family of brands reaches consumers in more than 135 countries and territories, and can be found throughout the food industry—from retail outlets to food manufacturers to foodservice businesses—and in kitchens across the globe.

To explore recipes and more, visit www.Flavour.ca.

Cover photo: Sambal Noodles with Shrimp and Chinese Broccoli
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