

**KERRY**



# 2021 Taste Charts

EUROPE & RUSSIA

# Your global taste partner

As a leader in taste, Kerry is on a constant quest to discover and translate the best taste experiences from real food foundations.

In this journey, we are committed to guiding our customers on their mission to develop the next generation of tastes that will delight, surprise and excite consumers.

Our Taste Charts represent Kerry's annual review of the food and beverage taste landscape, utilising sales performance, consumer trends, foodservice influences and endorsements from our internal culinary experts to predict trends for the coming year.

**Going beyond flavour to build an authentic, sustainable future for taste.**

**EUROPE & RUSSIA TASTE CHARTS**  
Contact Kerry for your next innovation

# The aim of our Taste Charts is simple

We provide the industry and our customers with a proprietary view into the flavours and ingredients shaping the taste market across sweet, beverage, savoury and snacks.

## Methodology

Kerry's Taste Charts methodology has evolved – analysing point of sale data, product launches and menu penetration as primary sources of data to consider the world of flavours in retail as well as foodservice; in addition to internal insights and industry reports.

## The lifecycle of taste

Our predictions date back a decade, and consider flavours and ingredients that are here to stay (Mainstream and Key), as well as flavours and ingredients set to create ripples in the industry (Up & Coming and Emerging).

### MAINSTREAM

Top 10 for the last five years

### UP & COMING

20 fastest growing in the last three years

### KEY

Next top 15 for the last five years

### EMERGING

20 fastest growing in the last year

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# Why do you need Taste Charts?

## THE LIFECYCLE OF CARAMEL

Here is an example of how Kerry has captured the evolution of caramel and salted caramel from a mainstream flavour in sweets to a trending flavour in salty snacks, following a similar movement of caramel in consumer chatter\*. Kerry's Taste Charts are built globally to identify emerging flavour inspiration before their market adoption. Our Taste Charts help you to stay innovative, inventive and informed.



### Sweet:

- Caramel (Mainstream)
- Salted Caramel (Key)

### Beverage:

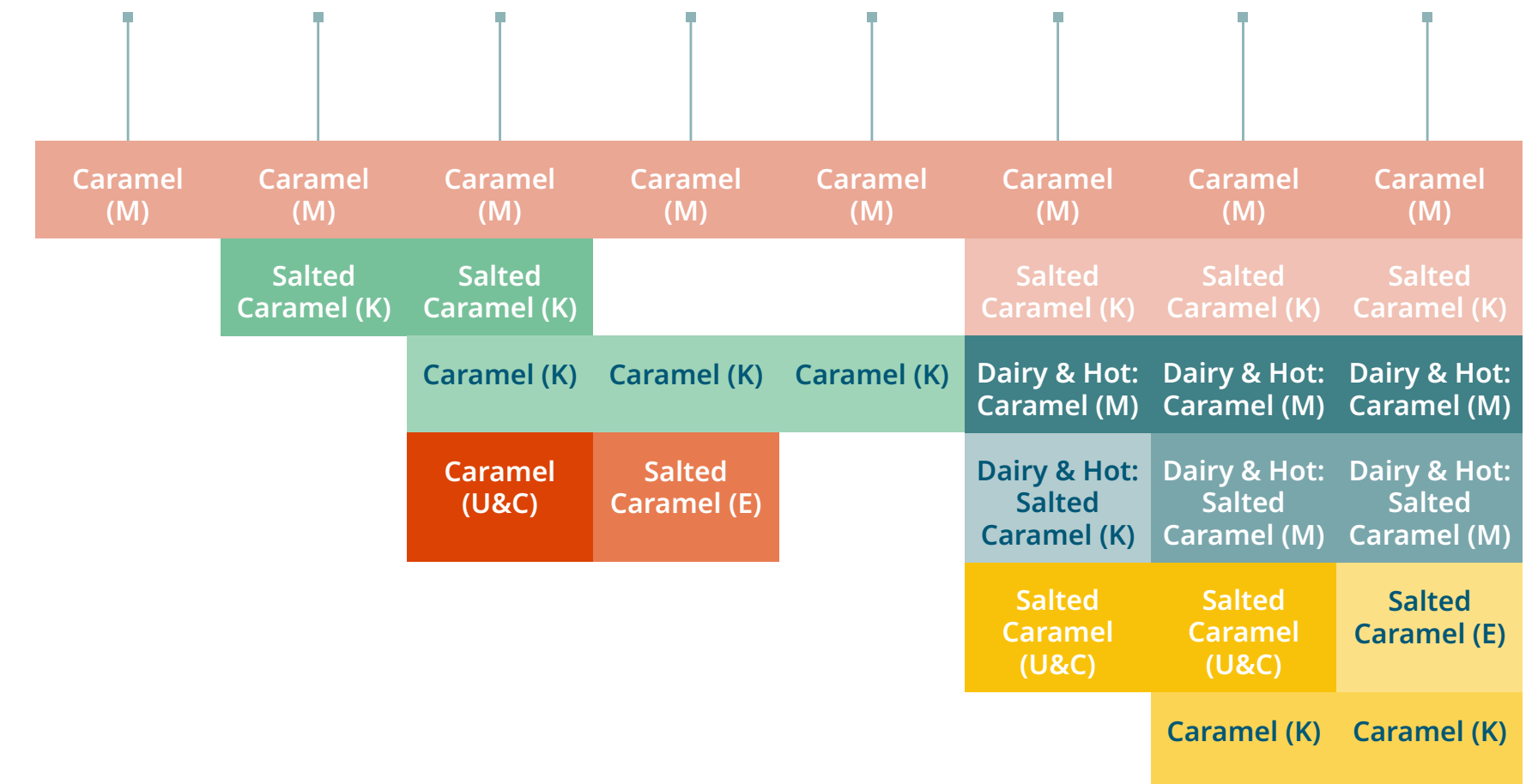
- Salted Caramel (Key)
- Caramel (Key)
- Dairy & Hot: Caramel (Mainstream)
- Dairy & Hot: Salted Caramel (Mainstream)
- Dairy & Hot: Salted Caramel (Key)

### Culinary:

- Caramel (Up & Coming)
- Salted Caramel (Emerging)

### Salty Snacks:

- Salted Caramel (Up & Coming)
- Caramel (Key)
- Salted Caramel (Emerging)



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Source: Kerry's Taste Chart Methodology

# Ingredients

## Functional

Turmeric	Tea
Cocoa	<i>Green</i>
Kombucha	<i>Black</i>
Vinegar	Fermented/ Gherkin/Pickle
<i>Tea</i>	Mate
<i>Apple Cider</i>	Green Coffee
Guarana	
Ashwagandha	

## Alternative

Maca	Mushroom
Hemp (Seed)	Fibre
Oats	Avocado
Legumes	Jackfruit
<i>Lentils</i>	Honey
<i>Peas</i>	
<i>Chickpeas</i>	

## Multisensorial

Marshmallow	Ruby Chocolate
Chocolate Chips	Mustard
Cookie Dough	Sea Salt
Vanilla Beans	Sponge Cake
Crushed Caramel	Pretzel
Caraway	Nuts
Rosemary	<i>Macadamia</i>
Honeycomb	<i>Almond</i>
Pink Peppercorn	<i>Hazelnut</i>
Chilli Flakes	Raspberry Dried Inclusions
Black Pepper	Popping Candy
Poppy Seeds	

# Sweet

## Mainstream

<b>Chocolate</b> <i>Milk Chocolate</i> <i>Dark Chocolate</i>	<b>Citrus</b> <i>Orange</i> <i>Lemon</i>
<b>Vanilla</b>	<b>Herbs/ Botanicals</b> <i>Peppermint</i> <i>Rosemary</i> <i>Thyme</i>
<b>Nuts</b> <i>Hazelnut</i> <i>Almond</i>	<b>Dessert</b> <i>Tiramisu</i> <i>Crème Brûlée</i>
<b>Caramel</b> <i>Salted Caramel</i> <i>Toffee Caramel</i>	
<b>Berry</b> <i>Strawberry</i> <i>Raspberry</i>	

## Key

<b>Chocolate</b> <i>White Chocolate</i> <i>Praline Chocolate</i>	<b>Nuts</b> <i>Macadamia</i> <i>Peanut</i> <i>Pecan</i> <i>Pistachio</i>
<b>Berry</b> <i>Cranberry</i> <i>Blueberry</i> <i>Blackcurrant</i>	<b>Caffè Latte</b>
<b>Coconut</b>	<b>Lemon</b> <b>Meringue</b>
<b>Passionfruit/ Maracuja</b>	<b>Chilli</b>
<b>Pineapple</b>	<b>Cinnamon</b>
<b>Green Tea</b>	<b>Tutti Fruity</b>
<b>Cola</b>	<b>Banana</b>
	<b>Apple</b>

## Up & Coming

<b>Citrus</b> <i>Clementine</i> <i>Mandarin</i> <i>Blood Orange</i>	<b>Golden Berry</b> <b>Kiwi</b>
<b>Dairy</b> <i>Soft Cheese</i> <i>Butter</i> <i>Sour Cream</i>	<b>Dessert</b> <i>Banana Split</i> <i>Custard</i> <i>Apple Pie</i> <i>Baklava</i> <i>Madeleine</i> <i>Eclair</i>
<b>Alcoholic Notes</b> <i>Cognac</i> <i>Mojito</i> <i>Punch</i> <i>Rum</i>	<b>Herbs/ Botanicals</b> <i>Lavender</i> <i>Sage</i> <i>Mint</i>
<b>Gingerbread</b>	
<b>Speculaas</b>	

## Emerging

<b>Citrus</b> <i>Lime</i> <i>Yuzu</i>	<b>Shortbread</b>
<b>Blue Raspberry</b>	<b>Espresso</b>
<b>Wild Cherry</b>	<b>Chai</b>
<b>Prune</b>	<b>Turmeric</b>
<b>Anise</b>	<b>Provenance of Cacao</b>
<b>Alcoholic Notes</b> <i>Limoncello</i> <i>Mulled Wine</i> <i>Gin</i> <i>Whiskey</i>	<b>Peanut Butter</b>



**“THE TASTE CHARTS ASSIST  
OUR CUSTOMERS TO  
MAKE DECISIONS BASED  
ON STRONG MARKET  
INTELLIGENCE.”**

# Matthew May

Director of Bakery, Europe & Russia

## **How are you using the Taste Charts?**

We use the Taste Charts in combination with Kerry’s proprietary consumer research tools to help our customers develop new products with flavours that are relevant to their target market.

This approach enables us to take them on a journey, starting with the view of the global regions and then ultimately narrowing it down to a local level.

## **How does it benefit our customers?**

The Taste Charts assist our customers to make decisions based on strong market intelligence, therefore speeding up development time and increasing the likelihood of achieving consumer preference.

## **What is your forecast for 2021? Why?**

It is envisaged that comforting and nostalgic flavours will be important. Our customers will need to innovate to drive growth so fewer mainstream flavours will also be important.

Organic will be an important factor to consider in certain areas of Europe.

The key flavours in bakery will remain the mainstay. Nut flavours, particularly hazel and almond will still be key, however praline is showing good growth.

Citrus also remains strong with orange and lime blossom, mandarin, tangerine, clementine, grapefruit, yuzu and kumquat seen as a natural expansion of the traditional lemon and orange flavours.

# Snacks

## Mainstream

<b>Chilli</b> <i>Sweet Chilli</i> <i>Peri Peri Chilli</i>	<b>Meat</b> <i>Ham</i> <i>Chicken</i> <i>Bacon</i>
<b>Alliums</b> <i>Onion</i> <i>Caramelised Onion</i>	<b>Tomato</b>
<b>Dairy</b> <i>Sour Cream</i> <i>Cheddar</i>	<b>Salsa</b>
	<b>Paprika</b>
	<b>Barbecue</b>
	<b>Smoke</b>

## Key

<b>Dairy</b> <i>Gouda</i> <i>Brie</i> <i>Butter</i> <i>Cream</i>	<b>Herbs/ Botanicals</b> <i>Coriander</i> <i>Basil</i> <i>Oregano</i> <i>Rosemary</i>
<b>Ranch</b>	<b>Red Curry</b>
<b>Meat</b> <i>Sausage</i> <i>Beef (Steak)</i> <i>Pork</i>	<b>Chinese</b>
<b>Green Pepper</b>	<b>Truffle</b>

## Up & Coming

<b>Cumin</b> <b>Italian</b> <b>Greek Gyros</b> <b>Guacamole</b> <b>Yoghurt</b> <b>Lemon</b> <b>Honey</b> <b>Mustard</b> <b>Wasabi</b> <b>Prosciutto</b>	<b>Herbes de Provence</b> <b>Chilli</b> <i>Green Chilli</i> <i>Habanero Chilli</i> <b>Cherry Pepper/ Pimento</b> <b>Sriracha</b> <b>Pickled Red Onion</b> <b>Vinegar</b> <b>Balsamic</b>
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## Emerging

<b>Parsnip</b> <b>Meat</b> <i>Lamb</i> <i>Duck</i> <i>Hamburger</i>	<b>Maple Syrup</b> <b>Ginger</b> <b>Dairy</b> <i>Blue Cheese</i> <i>Goat Cheese</i>
<b>Fig</b> <b>Date</b> <b>Gochujang</b> <b>Texas Barbecue</b>	<b>Seafood</b> <i>Prawn/Shrimp</i> <i>Crab</i>





“WE NEED TOOLS THAT  
**MAKE IT EASIER FOR  
PEOPLE TO ALIGN, SUCH  
AS THE TASTE CHARTS.”**

# Xavier Herrera

Senior Account Manager & Beverages Lead, Southern Europe

## How are you using the Taste Charts?

I use Taste Charts to brief my clients and colleagues on the right taste profiles for projects and promotions, but also as a source of news and trends to inspire innovation.

With more people working remotely, we need tools that make it easier for people to align and make choices, such as the Taste Charts.

## How does it benefit our customers?

The Taste Charts help to speed up the timing of new product development projects, as well as define flavour life cycles and trendy ingredients. They give clarity on the best performing flavours and ingredients by end use market and advance what is up-and-coming in other categories for those who seek to innovate.

## What is your forecast for 2021? Why?

My prediction for 2021 - and indeed the next number of years - is that we will witness a growing demand for food and beverages with better nutritional values and added functionality. These products will need to be clean with simple and trusted labelling, and environmentally friendly.

Wellbeing is a major trend that underpins the use of functional ingredients in balance with flavour profiles, such as botanicals that are recognised by the consumer for their perceived benefits. Consumers will not compromise on taste and will also seek naturality in products.

# Savoury

## Mainstream

Tomato	Black Pepper
Dairy	Smoke
<i>Cream</i>	Allium
<i>Cheddar</i>	Herbes de Provence
<i>Butter</i>	Lemon
Meat	Mushroom
<i>Chicken</i>	
<i>Beef</i>	
Chipotle	

## Key

Harissa	Citrus
Dairy	<i>Lemon</i>
<i>Buttermilk</i>	<i>Orange</i>
<i>Parmigiano-Reggiano</i>	Cinnamon
<i>Mozzarella</i>	Paprika
Spanish	Ginger
Coriander	Sauce
Olive	<i>Hollandaise Sauce</i>
Cooking	<i>Soy Sauce</i>
Character	<i>Barbecue</i>
<i>Grilled</i>	Meat
<i>Chargrilled</i>	<i>Pork</i>
<i>Roasted</i>	<i>Lamb</i>
<i>Toasted</i>	<i>Bacon</i>

## Up & Coming

Seaweed	Carnitas
Ratatouille	Al Pastor
Kimchi	Pho
Miso	Dairy
Massala	<i>Skyr</i>
Curry	Seafood
<i>Rogan Josh</i>	<i>Shrimp</i>
Tom Yum	<i>Crab</i>
Tom Kha	Sourdough
Chow Mein	Plum
	Parsnip

## Emerging

Greek Gyros	Mushroom
Pineapple	<i>Oyster</i>
Citrus	<i>Summer Truffle</i>
<i>Yuzu</i>	<i>Funghi Porcini</i>
<i>Bergamot</i>	<i>White Truffle</i>
Alcoholic Notes	
<i>Brandy</i>	
<i>Wine (Barolo)</i>	
<i>Beer</i>	
Fermented Fish	Cherry Pepper/ Pimento
Sauce	Roasted Garlic
<i>Mirin</i>	Lingonberry
<i>Mojo</i>	Lime Leaves
<i>Remoulade</i>	
<i>Ponzu</i>	
Smoke	
<i>Maplewood</i>	



**“WE USE THE TASTE CHARTS TO DEVELOP AT LEAST ONE CONCEPT THAT PUSHES THE BOUNDARIES.”**

# Brian O'Connor

Development & Application Chef II, Europe & Russia

## How are you using the Taste Charts?

When looking at customer innovation briefs, we use the Taste Charts in combination with emerging cuisines to develop at least one concept that pushes the boundaries. We also use them to understand what flavours can appeal to a wider audience while still offering something new and interesting.

## How does it benefit our customers?

The Taste Charts give our customers confidence in the development process and allow them to clearly see what flavour profiles are becoming more mainstream. This allows us to spend more time on co-creation.

## What is your forecast for 2021? Why?

Flavour profiles and cuisines that might have been considered exotic will become more acceptable.

Fermentation will continue to be big, due to the interest in gut health and immunity as well as the fact that people are now experimenting in the kitchen. Food provenance will also continue to be important to consumers.

Plant-based food is unstoppable at the minute, and I think we will see a good mix of meat substitute-based concepts as well as completely vegetable-based dishes.

For the vegetable-based dishes, cuisines that already have a strong plant-based heritage, such as Indian and Middle Eastern, will be big. There is a credible fragmentation of the market as we see a vegetarian focused approach emerge.

# Beverages

Dairy & Hot

## Mainstream

Berry <i>Strawberry</i> <i>Raspberry</i>	Banana
Milk Chocolate	Peach
Vanilla	Herbs/ Botanicals <i>Chamomile</i> <i>Mint</i>
Citrus <i>Lemon</i> <i>Orange</i>	Caramel
Ginger	Salted Caramel
Mango	Nuts <i>Hazelnut</i> <i>Almond</i>

## Key

Herbs/ Botanicals <i>Peppermint</i> <i>Fennel</i> <i>Lemongrass</i>	Chai
Red Apple	Cinnamon
Coconut	Berry <i>Forest Berry</i> <i>Blueberry</i>
Passionfruit/ Maracuja	Citrus <i>Lime</i> <i>Bergamot</i>
Pineapple	Hibiscus
Toasted Marshmallow	Gingerbread
Green Tea	Cappuccino

## Up & Coming

Desserts <i>Crème Brûlée</i> <i>Custard</i> <i>Apple Cinnamon</i> <i>Fudge</i>	Green Apple
Herbs/ Botanicals <i>Turmeric</i>	Hawthorn
Lychee	Lemon Zest
Verbena	Popcorn
Nuts <i>Walnut</i> <i>Pistachio</i>	Speculaas
	Honeycomb
	Cookies & Cream
	Peanut Butter

## Emerging

Berry <i>Buckthorn</i> <i>Juniper Berry</i>	Desserts <i>Muffin</i> <i>Red Velvet</i> <i>Cake</i> <i>Brownie</i>
Chicory Bean	Grape
Herbs/ Botanicals <i>Basil</i> <i>Coriander</i> <i>Lavender</i>	Floral <i>Rose</i>
	Pomegranate



**“TASTE CHARTS ARE  
MY MAGIC WAND TO  
LEVERAGE MARKET  
TRENDS AND FIND  
INSPIRATIONAL IDEAS.”**

# Marc Lejeune

Business Development Sweet & Beverage Taste, Europe & Russia

## **How are you using the Taste Charts?**

In front of customers I often feel like a fortune-teller, peering into a crystal ball to discover what the next market success story will taste like. Taste Charts are my magic wand to leverage trends across seasons, products, and markets to find inspirational ideas that fit with what our customers want.

## **How does it benefit our customers?**

The Taste Charts deliver great knowledge and insights for those looking for innovative new tastes that deliver complexity and uniqueness or add a specific signature to product developments.

They reflect insights from launches across various categories, as well as mainstream product tonalities which remain a must have. Emerging flavours are also introduced, and they tell a story about how these new trends have developed.

## **What is your forecast for 2021? Why?**

The pandemic has elevated the quest for new experiences and fun, but also authentic and natural solutions which resonate with functionality and connection.

Lemon, red fruit, vanilla, coffee will continue to be popular, but I imagine that consumers will expect ingredients that tell a story about sustainability and provenance. These tonalities might be paired with botanicals such as turmeric, pepper and pink peppercorn to enhance sensations, complexity and naturality.

# Beverages

Water & Cold

## Mainstream

Citrus	Berry
Orange	Strawberry
Sweet Orange	Red Raspberry
Lemon	Blackcurrant
Lemon-lime	Mango
Cola	Pineapple
Apple	Passionfruit/ Maracuja
Tutti Fruity	Ginger
Mix Fruit	Peach

## Key


Pear	Citrus
Carrot	Grapefruit
Berry	Lime
Blueberry	Clementine
Cranberry	Sicilian Blood Orange
Banana	Sicilian Lemon
Coconut	Elderflower
Hibiscus	Red Cherry
Watermelon	Pomegranate
Vanilla	Herbs/ Botanicals
Cucumber	Mint
Red Grape	Rhubarb

## Up & Coming

Floral	Pink Lemonade
Cherry Blossom	Alcoholic Notes
Rose	Gin
Black Cherry	Whiskey
Herbs/ Botanicals	Vermouth
Chamomile	Cocktails
Coffee	Kiwi
Cream Soda	Citrus
Berry	Yuzu
Juniper	Chinotto Orange
Loganberry	Cinnamon
Buckthorn	Hop

## Emerging

Red Tea	Birch
White Tea	Stracciatella
Herbs/ Botanicals	Acerola
Tarragon	Melon
Sage	Citrus
Basil	Orange Blossom
Thyme	Calamansi
Rosemary	Kumquat
Saffron	Elderberry
Ginseng	White Peach
Clove	
Liquorice	



**“FOCUSING ON WHAT IS HAPPENING IN OTHER REGIONS AND CATEGORIES IS IMPORTANT.”**

# Mark Allen

RD&A Senior Manager, Europe & Russia

## How are you using the Taste Charts?

We use the Taste Charts when developing products to ensure we are meeting customer needs, whether they want to make products with more traditional flavours or leverage up-and-coming trends.

## How does it benefit our customers?

The Taste Charts help to determine what our customers may be looking for. Some customers are interested in mainstream flavours, often with a twist. Others are interested in using emerging flavours and being first to market with new concepts.

They help us to align the ideas to key trends in their region and market. Many customers are keen to prove that concepts will have an impact both at a local level and further afield.

## What is your forecast for 2021? Why?

The combination of clean label, halo ingredients, and components with functional benefits will continue to trend in 2021. An example would this be the association between Guarana and energy. This consumer need has been around for a while but has been amplified due to the pandemic. We are seeing consumers seeking new ingredients under the wellness trend all the time and I think this quest will continue.



# Creating a world of sustainable nutrition

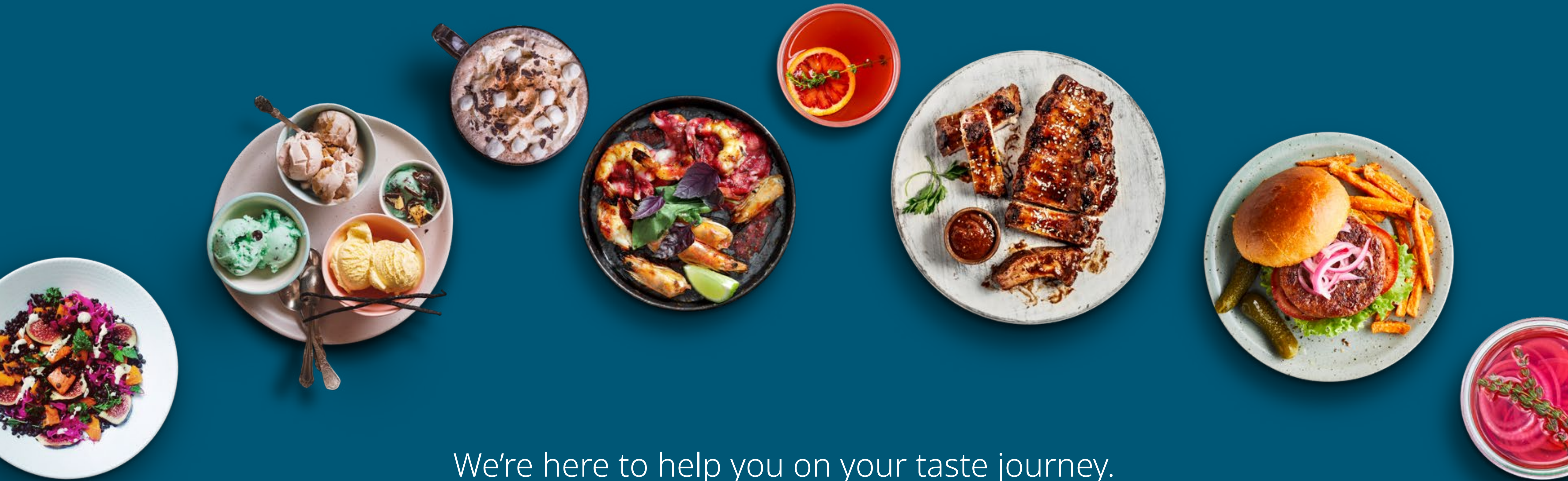
As the world's leading Taste & Nutrition company, by 2030, we will reach over two billion people every day with sustainable nutrition. Through our company goals and innovative solutions, we're committed to a sustainable future: better for people, better for society and better for planet.

In a holistic approach to taste, we seek to balance our customer requirements with consumer insights and leverage our portfolio of technologies to look for the most sustainable solutions without compromising taste.

**We are committed to be the most sustainable taste business in the world.**



# KERRY



We're here to help you on your taste journey.  
**Contact us** to start your next innovation.

Learn more at [Kerry.com](https://www.kerry.com)