Flavors of the Future

Rising stars of flavors for sports nutrition influenced by Latin America
A journey of discovery

So, what’s next?

Which trends are set to shape the winning flavors of tomorrow? How do we separate the fleeting from the enduring? What will make my products stand out? These are among our favorite conversations.

So, we set out to devise our hot list of the rising stars of flavors for sports nutrition. Our journey of discovery begins with the flavor zeitgeist, harvesting ideas and inspiration from influential bloggers, food writers and futurologists. Then we benchmarked with real data such as product launches and global search trends.

Finally, our experts in flavor and sports nutrition assessed and refined to create our hot list; only those that they felt had true potential in the market making the final cut.

Your new flavor forecast

Innovation is the lifeblood of success. Nowhere is this more evident than in the sports and performance nutrition market, where savvy consumers actively seek the latest nutritional science delivered in new and interesting formats and flavors.

As part of our ongoing flavor exploration journey, we wanted to ensure that we uncovered the stars of tomorrow and beyond. We have divided our chosen flavors into four categories that illustrate where the flavor sits in terms of its lifecycle from emerging through to global potential.

Paired to perfection

Foodpairing® uses science to analyze and determine, on a molecular level, the degrees and compatibility between different ingredients.

Reveal delicious pairings you’ve never even imagined!
Taro is a root vegetable that originated in South India and South Asia. Taro is now cultivated all over the world and can be found in white, pink or purple colors. It has a naturally sweet and nutty flavor that makes it extremely popular across the world. Many would compare Taro to a potato as they are both starchy and can be eaten the same ways.

Taro contains a wealth of organic compounds, minerals, and vitamins that can benefit overall health in a number of ways. It has a very significant amount of dietary fiber and carbohydrates, as well as high levels of vitamin A, C, E, vitamin B6, and folate. There is magnesium, iron, zinc, phosphorous, potassium, manganese, and copper in it.

Taro is currently bubbling under the surface, but it’s perfectly poised to build on the current trend for purple! Purple is richly appealing to customers, aside from having a strong visual call out, it signifies nutrient density and antioxidants. The taste itself is described as nutty and earthy.
Pitaya is a cactus fruit indigenous to Central and South America that is now grown all over the world. Pitaya was first discovered in Central America, centuries ago, and has traveled to all corners of the globe. Early missionaries brought Pitaya to Asia where it has since been renamed and is commonly known as dragon fruit. The Pitaya is often referred to as a superfruit with a great many nutritional benefits associated with it. It is an unusual and oddly beautiful fruit. On the outside, Pitaya has a deep pinkish red color (although one variety of the fruit is golden yellow) with green scaly leaves. On the inside (the part you eat) you will find flesh ranging from white to deep red spotted with small seeds.

The taste of Pitaya is subtle; it is often described as faint, sweet taste - much like an earthy watermelon, though with pear or kiwi notes — which means it offers great opportunities for pairing with stronger more distinct flavors.
Tiramisu

Tiramisu, from the Venetian tiramesù (meaning “pick me up”, “cheer me up” or “lift me up”) is a coffee flavored Italian dessert. It is made of ladyfingers (savoiardi) dipped in coffee, layered with a whipped mixture of eggs, sugar and mascarpone cheese, flavored with cocoa. The recipe has been adapted into many varieties of cakes and other desserts.

Tiramisu has a rich and layered flavor with strong tones of coffee, cocoa, cream and brandy. They combine to create a flavor experience that is luxurious yet refined.

IN MARKET PRODUCTS

- **Nestlé Gold Edition**
  - Tiramisu ice cream
  - (Puerto Rico)

- **Danone Grego Sobremesas do Mundo**
  - Greek yogurt with tiramisu sauce
  - (Brazil)

- **Gimbal’s Gourmet Jelly Beans**
  - Features tiramisu flavored jelly bean
  - (Puerto Rico)

- **Fasano Restaurant, São Paulo**
  - Tiramisu is a hot favourite on the menu in one of the most renowned restaurants in Brazil

CONSUMER INTEREST

- **Very High**
- **High**
- **Medium**
- **Low**

Before Christmas the interest in puddings and desserts increase, as friends and family come together to celebrate the holidays. Hence the rise in December’s searches for “tiramisu”. This is also a useful way to get rid off all the leftover panettone.

THE MEDIA SAYS

- **La Rioja**
  - Freddo launches new Tiramisu ice cream flavor in Brazil

- **Clarín**
  - Tiramisu, the most Argentinian of Italian desserts

NEW PRODUCT LAUNCHES

The first quarter of 2018 saw as many tiramisu flavored product launches as the entire year 2016.
Açaí (pronounced ah-sigh-EE) is best known for being the not-so-secret ingredient in picture-perfect smoothie bowls, but there’s more to these berries than just their good looks.

Found on açaí palm trees in South American rainforests, açaí berries are a lot like grapes. The seed takes up about 80% of the berry, but the flesh and skin pack plenty of vitamins and other nutrients in the remaining 20%. Not to mention the berries are only about 70 calories a cup.

It is already a well-known product in Brazil but there is still margin to grow as a flavor. The açaí is gaining interest from other countries like Singapore, Australia and the United States.

LATAM: Açaí flavored products have reached its peak in Q3 2016 with 28 new launches, but this trend shows no signs of slowing down with 26 launches in the Americas in the Q1 of 2018.
Alfajores

Alfajor is a traditional confection found in Uruguay, Chile, Argentina, Bolivia, Brazil and most of the countries in Latin America. They were brought to Latin America from Spain, where it is still eaten as a traditional Christmas cookie. Today, the name is the only similarity left between the Spanish and Latin American version of the cookie. The alfajores enjoyed in Spain are made with honey, almonds and spices — a delightful mix to be sure — but they have got nothing on LATAM version, two melt-in-your-mouth cookies, filled with with dulce de leche (a milk-based caramel) based filling.

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A Sweet Excuse for Making Dulce de Leche

“The sandwich cookies were utterly irresistible, made with soft cakes and a creamy dulce de leche filling, sometimes coated in dark or white chocolate.”

—Melissa Clark

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IN MARKET PRODUCTS

Lulemuu
Yogurt and Vanilla
Gluten-free rice sandwich biscuit
72kcal per serving
(Argentina)

Carte D’Or
Alfajores flavor
dairy ice cream
(Israel, Jul 2015)

Alfajor Oreo
Triple layer vanilla Oreo
(Argentina)

Strauss Cremissimo Carine Goren
White chocolate alfajores ice cream
(Israel, May 2018)

CONSUMER INTEREST

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WHAT MEDIA SAYS

The Best Cookie You’ve Never Heard Of

The New York Times
A Sweet Excuse for Making Dulce de Leche

"The sandwich cookies were utterly irresistible, made with soft cakes and a creamy dulce de leche filling, sometimes coated in dark or white chocolate.”

—Melissa Clark
Tres Leches

Tres Leches is a dense, moist “three milks” cake topped with a cloud of vanilla whipped cream. It is also called Three-Milk Cake and Tres Leches Cake.

What makes it unusual is that after baking, it is perforated and soaked in a mixture of three different milk products: evaporated milk, sweetened condensed milk, and whole milk or heavy cream, hence the name: Tres Leches.

THE MEDIA SAYS

**THE WALL STREET JOURNAL**

**A Dessert That Never Fails to Comfort: Tres Leches Cake**

A cake drenched in milk, rum, coffee and coconut provides a poignant taste of Puerto Rico for a writer and her family. The recipe’s simple, widely accessible ingredients make it easy to recreate anywhere.

**delish**

**IHOP’s Coming Out With 3 New Outrageous Pancake Flavors**

Next up is Mexican Tres Leches. If you haven’t had the actual dessert, you’re missing out big time, but these pancakes can whet your appetite. To mimic the traditional cake, four buttermilk pancakes are layered with vanilla sauce, then topped with more vanilla sauce and a drizzle of caramel sauce.
Creme de Papaya is a Brazilian dessert that was created in the late 1980s and was very popular throughout the 1990s in Brazil. It is still on the menu of most restaurants, including Brazilian churrascarias in the US and other countries. This luscious and very easy to make dessert consists of fresh papaya that is blended with vanilla ice cream until it reaches a smooth consistency. Crème de cassis, a sweet liquor made with blackcurrants, is usually added, but a non-alcoholic blackcurrant syrup can also be used.

RECIPE

1 ripe papaya
1 scoop vanilla ice cream
1 tbsp crème de cassis
1 sprig of mint for decoration

Peel the papaya and remove the seeds. Cut into small cubes. Put the cubes in a blender with ice cream and crème de cassis. Blend well until smooth. Transfer into a small bowl and decorate with mint sprig. If you don’t want it to be alcoholic, use blackcurrant syrup instead. It must be served right away. This recipe serves one.

By far our most popular dessert in both Brazil and the United States, fresh papaya is blended with vanilla ice cream and topped with a black currant liqueur.”

Fogo de Chão, one of the most successful Brazilian restaurants worldwide, has the dessert in all of its locations.

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FLAVOR PROFILE
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