

TRENDS TO TASTE

Sensient continuously researches and monitors shifts in consumer behavior to see how the landscape is evolving. Each year, we create unique flavors that represent the broader trends affecting the world around us.

Here's a look at some of the flavors we've chosen in years past and how they've become part of the mainstream.

2013 Ghost Pepper



One of the hottest peppers in the world is no longer just a culinary dare. Appearing in chicken wings and burgers on QSR menus, as well as places like vodka and mayonnaise, people keep seeking new ways to incorporate this adventurous ingredient.

2014 Gochujang



Savory and pungent, this condiment is made up of red chili, rice, fermented soybeans and salt delivers a spicy umami punch. Food magazines and blogs are now incorporating this exciting ingredient in recipes for everything from chicken wings to salad dressing.

2015 Cascara Tea



Brewed from the dried skins of coffee berries after the beans have been removed, this Bolivian favorite has an earth, naturally sweet flavor with hints of raisins and sweet prunes. Starbucks released a cascara latte and it's even been seen in bespoke sodas.

2016 Chamoy



A mash-up of flavors that combines the smoky heat of ancho chilies with apricot preserves, lime juice, salt and sugar. Moving outside the sweets case, this complex flavor has been seen in everything from pickles to alcoholic cocktails.

2017 Damiana



A smooth, buttery taste with a mellow chamomile fragrance and a crisp, unripe taste of fresh green figs. This flavor has made its way into chocolate truffles and blended into smoothies.

2018 Electric Paracress



Jambu, often known as electric paracress or buzz button, gets its name from the effect it leaves on your taste buds, literally electrifying the senses. This unique ingredient was recently called out as an ingredient to watch on menus in 2019.

Our inspiration,
your innovation.