



CHEF'STORE INDUSTRY REPORT:

Global Flavors Food Trends Continuing in 2023

74 PERCENT³ OF GLOBAL CUSTOMERS WANT TO TRY GLOBALLY-INSPIRED FLAVORS.

Global flavors have been an emerging trend for a few years, and there's no sign of them slowing down in 2023. What customers want and crave are never static, so we can expect to see new ingredients and flavors hitting menus this year and in the future. What cuisines and tastes will consumers be craving? This report contains some of the hottest emerging items you can expect to see in the coming year.

HOW IS FLAVOR TOURISM DRIVING FOOD TRENDS?

The rise of social media has exposed consumers to cuisines from all over the world. Diners are increasingly interested in bold flavors and traveling the world, one bite at a time.



74 percent¹ of customers worldwide state they enjoy items with new and unexpected flavors.

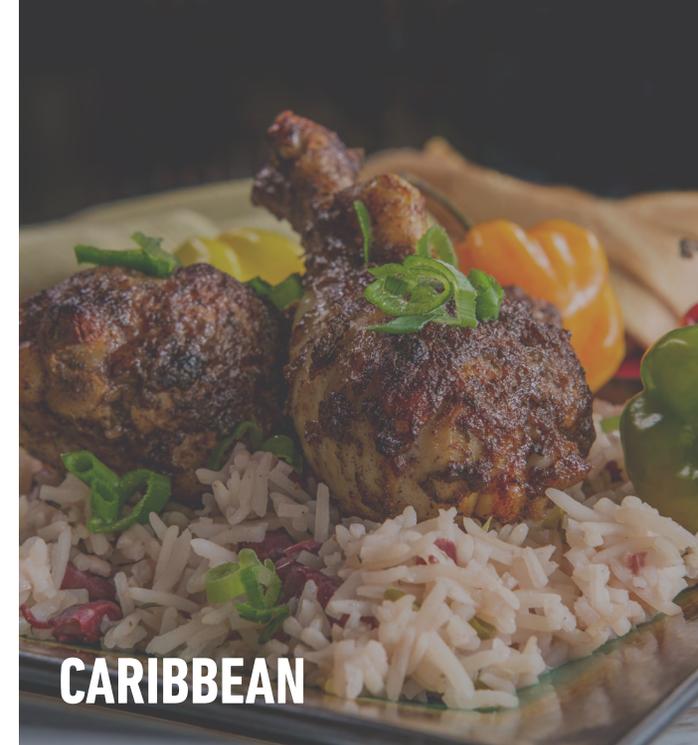


63 percent² consider international foods and drinks enticing.



74 percent³ of global customers want to try globally-inspired flavors.

As customers seek new tastes, restaurants have the opportunity to tap into world flavors to try new ingredients, recipes, and cooking techniques to meet consumer demand.



2023 DINING TRENDS: TOP THREE INTERNATIONAL FLAVORS

According to the [National Restaurant Association](#)⁴, diners and restaurant owners should expect the following three cuisines to top the global charts in 2023:

- Southeast Asian
- South American
- Caribbean

While those cuisines encompass a wide range of unique tastes, some specific ingredients and foods will be heavy hitters.





Heat and Bold Flavors Take Center Stage

Spicy foods are among the top flavor trends hitting menus worldwide. Customers are seeking out new spice combinations in a variety of food items.

- Customer interest in complex heat flavors increased by **20.5 percent⁵** between July 2021 and July 2022.
- Sweet and heat blends will have a significant presence. A recent report indicates a **138 percent⁶** increase in spicy ingredients on bakery menu items in one year.
- **Two of the top three⁷** condiments in 2023 will be global hot sauces: sriracha variations and guajillo chili sauce.





Immunity-Boosting Citrus, Herbs, and Superfruits with Global Twists

Consumers continue to focus on health and wellness. As a result, they are looking for an immunity boost from their favorite restaurants' menus. However, they want innovative flavors from around the world.

- Yuzu is **growing as a flavor component**⁸ across food and beverage menus. A few of the top trending ingredients and flavor pairings for Yuzu include:



- Health tonic shots are rising. **74 percent**⁹ of these beverages now contain international flavors like ginger and turmeric.
- Ginseng is also entering the scene as a healthy, global ingredient, with **70 percent**¹⁰ of consumers in China believing it to be immune-boosting.

STREET FOOD POPULARITY HAS BEEN RISING IN RECENT YEARS, AND THIS FOOD TREND IS EXPECTED TO SOAR IN 2023.



Globally-Inspired Street Foods

Street food popularity has been rising in recent years, and this food trend is expected to soar in 2023. In keeping with the top-three global flavors, you can expect to see bites drawing from Southeast Asian, South American, and Caribbean cuisines.



Mangonada, a frozen beverage made with mango, Tajin, and chamoy, was the **fastest-growing flavor in 2022¹¹**.



Consumer interest in chaat masala is **six times greater¹²** than restaurant interest in serving it based on data collected between 2016 and 2022.



Globally influenced sandwiches like Rou Jia Mo from China and Choripán from Argentina are hot new menu items.



LOOKING FORWARD: GLOBAL FLAVORS FOR YOUR RESTAURANT MENU

There's no denying that global flavors are taking center stage in 2023. Incorporating international foods into your menu could mean a robust customer base and increased profits. **66 percent**¹³ of customers are likely to spend more for bold and unique flavors, so introducing new ingredients, flavors, recipes, and cooking techniques could be an easy way to drive revenue.

Sources:

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