

# TREND REPORT

## Colorful cuisine from around the world

GROWING COLORS **EXBERRY®**

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WE ARE PIONEERS OF NATURAL FOOD INGREDIENTS

#### TASTE FOR ADVENTURE

##### Taste for adventure

As the world has become ever more connected, consumers have opened their eyes to the exciting possibilities of different cuisines.

Three-quarters of consumers worldwide now love to discover new flavors<sup>1</sup>; leading them to explore different regional dishes as well as seeking out fresh, colorful twists on familiar favorites.<sup>2</sup>

To create the right impression, these food and drink products need to stand out as something new, exotic and delicious – and color plays a key role.

EXBERRY® Coloring Foods can transform food and drink globally, delivering stunning colors alongside the clean labels that modern consumers demand. More adventurous tastes lead to more exciting opportunities for color!

##### What are Coloring Foods?

EXBERRY® Coloring Foods are made from fruit, vegetables and edible plants using physical processing methods such as chopping and boiling. They provide stunning coloring possibilities while meeting modern consumer expectations for clean and clear labels.

52% of consumers like food with new and unusual colors<sup>3</sup>

72% of consumers have become more experimental with food and drink choices in the last five years<sup>3</sup>

Sources:  
<sup>1</sup> Innova Market Insights "The Flavor Factor: Innovation Remains Vital as Three-quarters of Consumers Love to Discover New Flavors" (2019)  
<sup>2</sup> Supermarket Perimeter Forecast 2020: regional twists on ethnic favorites" (November 2019)  
<sup>3</sup> FMCG Pulse

#### TOP TRENDSETTING CUISINES

The cuisines that saw the fastest growth in global ready-meal launches during 2014-2018 were: Mediterranean (+39%), Latin American (+32%) and East Asian (+16%)<sup>4</sup>

#### SPECTACULAR FOOD AND DRINK

Modern consumers want something new and authentic from their food and drink, so GNT is taking a tour of some of the world's most spectacular food and drink.

In this report, we're highlighting a range of colorful options from seven of the most exciting cuisines from around the globe.

All the featured dishes were created by GNT's in-house chefs to demonstrate how EXBERRY® Coloring Foods can ensure these regions' culinary products look every bit as good as they taste.

Whether taking natural coloration to the next level or delivering a dazzling visual transformation, EXBERRY® can open a world of opportunity.

Sources:  
<sup>4</sup> Innova Market Research

#### UNITED STATES

##### Plant-based on the rise

While dishes such as hot dogs and hamburgers emerged in other continents, they have been firmly part of American tradition for years. With the plant-based trend helping to fuel innovation, many of these longstanding favorites are now getting new, colorful twists.

From ensuring meat analogues look like the real thing to delivering striking shades for the Instagram generation, EXBERRY® offers the ideal coloring solution.

95% of US adults say they always or sometimes seek out healthy foods when shopping<sup>5</sup>

Sources:  
<sup>5</sup> International Food Information Council (October 2018)

#### MEXICO

##### Colorful and bold ingredients

Color is at the core of Mexican food and drink, complementing the bold flavors of the country's natural ingredients.

Coloring Foods can accentuate the visual appeal of Mexican cuisine while delivering an ingredient list that consumers can understand and trust.

##### Mexican gorditas

Gorditas are a lunch dish stuffed with cheese, meat or other fillings which are accompanied by sauce. GNT has created gorditas featuring vibrant colored shells made from a corn masa mixture and EXBERRY® made from fruit and vegetables such as carrot, blueberry and beetroot.

EXBERRY® can provide a beautiful color spectrum in the dough which can complement the spices and flavor of this dish. Colors can also be a nice contrast to the different fillings, making it a visual feast.

Sources:  
<sup>6</sup> Statista (2020)

#### MIDDLE EAST

##### Traditional treats transformed

The Middle East's best-known dishes include hummus, falafel and pita – and demand is now growing for new flavors from the region.<sup>6</sup> Seasonings such as za'atar and dukkah are gaining increased recognition, along with ingredients including pomegranate, eggplant, mint, tahini and dried fruits.<sup>6</sup>

Classic dishes are getting a fresh twist, too, such as adding vegetables to bring new colors, flavors and textures. Coloring Foods are a great way to accentuate the naturally vibrant colors and make it highly exciting new flavors.

##### Turkish delight

An ancient confectionery treat, Turkish delight – also known as lokum – is a soft starch chew that is cut into squares and coated with corn starch.

The pink shades of EXBERRY® can be used to complement the classic rosewater flavor. Additionally, EXBERRY® can provide rich coloring options to add diversity to the range from yellows, reds to deep pink shades.

Sources:  
<sup>6</sup> Statista (2019 Food Trends: The Middle East)  
<sup>7</sup> TheFoodPeople "Food Around the World"  
<sup>8</sup> Bloomberg (2017)  
<sup>9</sup> Statista (2019)  
<sup>10</sup> Statista (2019)

#### MIDDLE EAST

##### The market for chickpeas, which are used in both hummus and falafel, grew at a rate of 6.5% in 2014 and 2018<sup>10</sup>

Falafel and hummus can benefit from bold and exciting colors to provide an exciting twist!

Eastern hummus, falafel and dips  
 With its simple combination of chickpeas, tahini, lemon juice and garlic, hummus is truly versatile. Spices and vegetables can add a taste of something new, while sweet options – often including fruit – are now emerging.<sup>11,12</sup>

Whether savory or sweet, EXBERRY® can enhance the hummus' appearance, delivering a powerful visual impact through bright colors including greens, yellows, reds and pinks.

The same is true for any of the vast range of Middle Eastern dips. Even falafel, which traditionally features earthy shades, can be transformed with EXBERRY® as chefs experiment with creative interpretations.

Sources:  
<sup>10</sup> Market Watch (2019)  
<sup>11</sup> TheFoodPeople "Food Around the World"  
<sup>12</sup> Bloomberg (2017)  
<sup>13</sup> Statista (2019)  
<sup>14</sup> Statista (2019)

#### WEST AFRICA

##### Rich, earthy dishes gaining global admiration

West African dishes are often rich and earthy, frequently using tomatoes, onions and chilis as a base.

With their exciting flavors and strong visual impact, the region's stews, soups, porridges and desserts are proving hugely popular on social media – and EXBERRY® can ensure they look their very best.

##### West African popcorn berbere

Berberé is a red Ethiopian spice mix featuring a range of ingredients such as chili, paprika, cumin and nutmeg.

As this popcorn application shows, EXBERRY® Coloring Foods from radish and blackcurrant can accentuate the berbere's color and provide a perfect visual accompaniment to its strong flavor.

Whole Foods Market named West African cuisine among its top 10 trends for 2020<sup>13</sup>

Pinterest's top trends for 2020 with the search term 'West African food' having seen an increase in search traffic in August 2018 - July 2019 compared to the previous 12-month period<sup>14</sup>

Sources:  
<sup>13</sup> Whole Foods Market "Our Top 10 Food Trends for 2020" (2019)  
<sup>14</sup> Statista (2019)  
<sup>15</sup> Statista (2019)

#### PHILIPPINES

##### The original fusion cuisine

Often described as the original fusion cuisine, Filipino food is influenced by Spain, China, Japan and the Pacific Islands and blends sweet, salty, sour and spicy flavors.<sup>15</sup>

Flavorful, marking and accessible, Filipino food is finding its mark on the wider world.<sup>16</sup> Filipino cuisine features a wide array of colorful dishes that can be taken to the next level with EXBERRY®.

##### Filipino halo-halo

Translating as 'mix-mix', halo-halo features a stunning array of colors and flavors. It is a cold dessert combining crushed ice and evaporated milk along with ingredients such as coconut, ube halaya, pingit rice, plantains, jackfruit, red beans and caramel custard.

It is typically topped with bright purple, black or yellow ice cream and colorful agar jellies. For this application, GNT has created a stunning halo-halo ice cream using a combination of EXBERRY® products made from spirulina, sweet potato and carrot.

Filipino desserts are among the top Pinterest trends for 2020, with a 76% hike in search traffic in August 2018-July 2019 compared to the previous year<sup>17</sup>

Google searches for 'Filipino food' doubled between 2012 and 2017<sup>18</sup>

Sources:  
<sup>15</sup> TheFoodPeople "Food Around the World"  
<sup>16</sup> Ray Morgan (2018)  
<sup>17</sup> Pinterest (2019)  
<sup>18</sup> Statista (2019)

#### VIETNAM

##### Exciting ingredients with a focus on freshness

Vietnamese food has a heavy emphasis on fresh ingredients with strong visual appeal, focusing on lots of green, with flavors like lemongrass, ginger, mint, lime, basil and cilantro.

Based on the Asian principle of the five elements, dishes should include all five tastes of the region – sour, bitter, sweet, spicy and salty<sup>19</sup> – and are often based on five colors: yellow, red, black, green and white.<sup>20</sup>

Appearance is crucial and, with many meals based on rice, Vietnamese dishes can serve as a perfect blank canvas for EXBERRY®.

##### Vietnamese gỏi cuốn

Gỏi cuốn are spring rolls wrapped in translucent rice paper known as bánh tráng, with fillings such as greens, coriander and minced pork.

In this GNT application, the bánh tráng is filled with rice noodles, basil, cilantro, carrots and cucumbers, with a red chili peanut sauce on the side. Some of the rolls feature EXBERRY®-colored noodles while others use the EXBERRY® to color the bánh tráng, creating a spectacular combination of shades.

Sources:  
<sup>19</sup> E. & P. & A. "Real Vietnamese Cooking" (2014)  
<sup>20</sup> Ailing T. "Vietnamese Home Cooking is No Longer a Mystery" (2016)  
<sup>21</sup> Business Insider (2015)

#### CHINA

##### Exploring the country's hidden delights

While the Cantonese style has become most familiar internationally, consumers are now exploring authentic dishes from other Chinese regions and discovering the true breadth of its cuisine.<sup>22</sup>

Color, taste and aroma are common themes throughout the country's cuisine, with dishes designed to stimulate all the senses. Fun is also a crucial but often overlooked element, and international consumers are now discovering the possibilities.

70% of the Australian people said Chinese food was their favorite international cuisine in 2018<sup>23</sup>

86% of Brits say they enjoy eating Chinese food<sup>25</sup>

Sources:  
<sup>22</sup> TheFoodPeople "Food Around the World"  
<sup>23</sup> Ray Morgan (2018)  
<sup>24</sup> Statista (2019)  
<sup>25</sup> YouGov (2019)

#### CHINA

##### Chinese Dumplings

Dumplings are served to celebrate the Chinese New Year and represent a key part of the country's food culture. Different regions offer different styles, with hearty, delicate, spicy and even sweet dumplings available.<sup>26</sup>

The fillings often have special significance, and visual appeal is vital. Hence, EXBERRY® is used to create a sense of celebration through bright rainbow shades. Amazing array of intense colors remain after the cooking process.

Sources:  
<sup>26</sup> StylisT "Experts on the food trends you'll be seeing everywhere in 2019"

COLORED WITH FRUIT & VEGETABLES

## Embrace the power of eye-catching color

### Experience the EXBERRY® advantage

EXBERRY® Coloring Foods offer the ultimate clean-label solution for colors. They are made from fruits, vegetables and edible plants using gentle, physical processes and no chemical solvents, ensuring widespread consumer acceptability.

With the widest range of Coloring Foods on the market, EXBERRY® enables manufacturers to create stunning products for almost any food and drink application.

As the global market leader in Coloring Foods, GNT can offer manufacturers highly professional support ranging from strategic product development to production integration and regulatory advice.

Trusted by manufacturers across the world, EXBERRY® Coloring Foods help companies deliver food and drink with true universal appeal.

To learn more, contact your nearest GNT affiliate today – and experience the EXBERRY® advantage for yourself.

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