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NEWS RELEASE

TRENDING: PACIFIC RIM FLAVORS EMERGING, DRIVEN BY MARKET INFLUENCES

Wixon Identifies Filipino-Forward Flavors as Developing Taste Trend

ST. FRANCIS, Wis. (April 4, 2019) – The Philippines, a Pacific Rim nation of more than 7,000 islands, has a diverse culinary culture influenced by local ingredients (such as, coconut and mango) and other ethnic cuisines, most notably Chinese, Malay and Spanish. “All of these factors come together to create an incredible fusion of flavors that while uniquely Filipino with its sour/sweet notes and indigenous ingredients,” explains Wixon Corporate Chef Ryan Kukuruzovic, “also incorporates flavors borrowed from other cuisines. This is what contributes to the appeal of Filipino flavors—they’re both novel and approachable.”

Key Filipino Flavors:

- Adobo
- Banana
- Calamansi Lime
- Coconut
- Mango
- Shrimp
- Tomato
- Ube
- Vinegar

Beyond its rich mélange of flavors, the interest in Filipino cuisine on the U.S. food scene is being driven by several factors. First is the ethnic diversity of younger generations. U.S. Census data indicates America’s Pacific Island population is expected to increase 25 percent from 2013 to 2023. While at the same time, the Asian American population is projected to grow by 28 percent. Second, the consumer demand for global flavors both in foodservice and consumer packaged goods continues to expand, especially for Asian flavors. In fact according to a 2018 Lightspeed/Mintel



survey, American consumers prefer Southeast Asian cuisine more than Latin and African cuisines. And 75 percent of Southeast Asian consumers are seeking out food of their own ethnic heritage.

Looking specifically at the rising interest in Filipino foods, Google Trend data shows Americans are searching Google for Filipino food more today than in the past decade. “All of these indicators point to an unmet demand for Filipino flavors in the market,” says Becca Henrickson, marketing manager. “Pacific Island cuisines are also primarily dairy- and gluten-free, which adds another layer of appeal among consumers following these dietary patterns. Our Innovation Team sees unlimited opportunities to incorporate Filipino flavors into products across the health and wellness spectrum, as well as into savory snacks and meal solutions.”

Wixon Innovates

Research-driven trend identification unites imagination and science in Wixon innovation. Our constant state of creation leads to value-driven custom taste solutions for food and beverages. For more information on the latest flavor trends influencing today’s food culture, visit www.wixon.com.

About Wixon Inc.

As a trusted manufacturer of savory and sweet seasoning blends, flavors, flavor technologies and dry mixes since 1907, Wixon has been serving food, meat, poultry, beverage, and nutrition product companies across all retail and foodservice channels. Wixon also offers consumer packaging options for companies seeking turnkey solutions for dry mix food, beverage and nutrition product blends. Combining creative taste capabilities and solutions with a passion for service, Wixon drives innovation and differentiation for its customers. Located in St. Francis, Wis., Wixon is certified FSSC 22000, a Food Safety System certification fully recognized by the Global Food Safety Initiative (GFSI). Visit www.wixon.com for information on products and capabilities.

Source: Mintel: [International Food Trends - US - January 2019](#)

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