

WIXON INNOVATES

FLAVOR IMPACT INDIAN STREET FOOD

Indian flavors are no stranger to American cuisine, but rising interest in authenticity of ethnic cuisines has brought Indian street food flavors to the forefront of flavor innovation.

Sweet, sour, salty and spicy, Indian street food fits in well with the flavors U.S. consumers are seeking at mealtimes. More specifically, Wixon focused flavor inspiration on “chaat,” which is truly the essence of Indian street food. Chaat is a snack-like food that comes in several formats, but has a common link in its crunchy texture and flavor profile that is sweet, sour, salty and spicy. You can find chaat in any of the top cities in India known for street food, including New Delhi, Mumbai and Kolkata. Chaat offers a host of on-trend inspiration across all categories in today’s food and beverage industry.

One in two consumers, who eat international food, are interested in Indian sauces and condiments.¹ Considering

ABOUT 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 beverage. For more information on the latest flavor trends influencing today’s food culture, visit www.wixon.com.

¹ Mintel Reports, Flavor Innovation on the Menu - US, 2019

KEY FLAVORS

- Cardamom
- Cilantro
- Mango
- Turmeric
- Mint
- Chillies
- Black Salt
- Tamarind
- Nutmeg

this, it is important to note the variety and prevalence of Indian condiments in street food. The most common condiments include the following:

- **Masalas** any blend of spices used to season or top a dish.
- **Chutneys** any combination of fruits, herbs and vegetables that accompany a dish and complement a host of Indian flavors.
- **Raitas** perfect yogurt pairing to cool down rich Indian spices and heat levels common in street food.



CULINARY INSPIRATIONS



Sweet Madras Curry Samosa

Give your dish an Indian twist with this sweet and savory madras curry flavor system. With a mild heat level, this curry is a great introduction to Indian street food flavor. We also achieved a reduction in sodium with the use of our Wix-Fresh™ reduced sodium system (RSS).

Wixon Flavor System

Samosa Base & Dip:

- Sweet Madras Curry Seasoning
- Wix-Fresh™ RSS



Lamb Seekh Kebab Meatball + Savory Mint Raita

Seekh kebabs are roasted meats found on any street corner in India. Our lamb* meatballs pack all the flavor of this traditional street food and are paired with a cooling raita.

Wixon Flavor System

- **Meatball:** Seekh Kebab Seasoning
- **Meatball:** Wix-Fresh™ Umami Max
- **Raita:** Savory Mint Raita Seasoning



Indian Tandoori Dressing + Bloody Mary

Tandoori is an iconic Indian flavor with a distinctive mix of spices and a hint of heat. Best used in savory applications, we formatted our tandoori flavor system as a reduced-sodium, umami-rich dressing and refreshing bloody mary.

Wixon Flavor System

- Indian Tandoori Seasoning
- Mag-nifique™ KClean Salt™
- Mag-nifique™ Umami



Chaat Snack Mix

Introduce the essence of Indian street food to consumers with this addicting crunchy, sour and savory, chaat snack mix.

Wixon Flavor System

- **Peanuts:** Indian Masala Seasoning (incl. Natural Wixon Curry + Chaat Masala Flavors)
- **Boondi Balls:** Spicy Tamarind Seasoning
- **Sesame Sticks:** Mango Pickle Seasoning (incl. Mag-nifique™ KClean Salt™ - 50% salt reduction)
- **Dried Mango**
- **Candied Ginger**
- **Coconut Flakes**



Cilantro Mint Chutney Chips + Cream Cheese

Chutney provides the perfect flavor complement to several chaat dishes in India. Our cilantro mint chutney is a savory, spice-forward blend of cilantro and mint. We also reduced the salt by 50% with Mag-nifique™ RSS technology to provide a lower sodium product.

Wixon Flavor System

- Cilantro Mint Chutney Seasoning
- Mag-nifique™ KClean Salt™



Ghee Caramel Cashews

Ghee, a clarified butter that originated in India, is trending in foodservice. In this flavor system, ghee is the perfect buttery complement to caramel. To boost the sweetness perception, we included our Mag-nifique™ Sweet-Lift modifier to increase the sweet flavor profile.

Wixon Flavor System

- Ghee Caramel Seasoning
- Wixon Caramel Type Flavor
- Mag-nifique™ Sweet-Lift



Savory Chaat Crispy Treat

Sweet and savory flavor combinations are on the rise in snacks and treats. Indian chaat provides the perfect crunchy base for this savory dessert with a spiced flavor profile to match the street food inspiration.

Wixon Flavor System

- Savory Chaat Seasoning
- Mag-nifique™ Sweet-Lift



Ginger Mango Doodh Peda

Cooling mango and our Mag-nifique™ Sweet-Lift provide the perfect sweet treat to counter the spices found in Indian street food.

Wixon Flavor System

- Ginger Mango Seasoning
- Wixon Mango Type Flavor
- Wixon Natural Pineapple Flavor
- Mag-nifique™ Sweet-Lift



Hazelnut Chai Seasoning

Chai tops the charts for growing flavor trends, and the addition of Wixon's hazelnut type flavor creates a nutty, spiced profile that is great on its own or in any application. Mix 1 TB with 8 oz. of hot water or milk for a

satisfying beverage, or sprinkle on your yogurt, oatmeal or ice cream for an elevated treat.

Wixon Flavor System

- Hazelnut Chai Seasoning
- Wixon Hazelnut Type Flavor
- Mag-nifique™ Sweet-Lift

NEED MORE INSPIRATION?

Our R+D and Culinary teams can develop any custom taste solution for your Indian street food inspired product. Here are a few tasty flavors we recommend:

- Coconut Teriyaki Masala
- Black Sesame + Ghee Tres Leches
- Saffron + Amchur Chutney
- Cantonese Coriander Curry
- Tamarind + Black Cardamom Char Siu
- Green Chili + Mint Garam Masala
- Red Chili Szechuan Chutney
- Bengali Five Spice
- Green Mango Coconut Curry
- Black Garlic + Habanero Tindaloo