



WIXON INNOVATES

HEALTH HALO IMMUNITY FLAVORS

The COVID-19 pandemic is shining a spotlight on lifestyle measures that can help individuals remain healthy. Identifying the connection between our health and diet is gaining momentum as the virus continues to impact communities around the globe.

One of the aspects of this trend is the heightened focus on products that can help support a healthy immune system. This provides the opportunity for food and beverage manufacturers to innovate with immunity-supporting ingredients and complementary flavors.

According to Mintel GNPD, snacks, confectionery and bakery had the most launch activity with immunity product claims from 2018 to 2020. However, there is increased opportunity across categories as consumers become more educated on the vitamins, minerals and fortification that provide this functional benefit.

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.

TRENDING IMMUNITY FLAVORS

- Elderberry
- Beetroot
- Blood Orange
- Turmeric
- Pumpkin
- Green Tea
- Honey
- Açai
- Grapefruit

The vitamin with the highest awareness of an immune-supporting benefit is vitamin C – this was observed in frozen orange juice supplies, which were sold out for weeks in the beginning of the pandemic. Beta-carotene, zinc, probiotics and dietary fiber are other items being sought by consumers looking to maintain a healthy immune function.

When considering how to flavor innovation concepts that contain immune support ingredients, it is important to use flavors that increase or complement a product's health perception. This can include flavor ingredients with known immunity support, or those flavors that provide a "health halo," such as botanicals, herbal teas and fresh herbs.



CULINARY INSPIRATIONS



Lemon Açai Nut Mix

Enjoy the health halo of the trending açai berry and citrus lemon. This flavor is the perfect complement to vitamin-rich immunity supporting ingredients.

Wixon Flavor System

- Lemon Açai Seasoning
- Mag-nifique™ Sweet-Lift



Honey Ginger Turmeric Lemongrass Rice Cracker

Ayurvedic ingredients like turmeric and ginger lend themselves well to a sweet and savory Asian flavor profile, projecting a perception of health.

Wixon Flavor System

- Honey Ginger Turmeric Lemongrass Seasoning



Strawberry Chamomile Granola

Berries top the charts with antioxidant immunity support, pairing well with calming chamomile tea. We've included our Mag-nifique™ Sweet-Lift modifier to enhance the sweet flavor profile.

Wixon Flavor System

- Strawberry Chamomile Seasoning
- Mag-nifique™ Sweet-Lift



Yuzu Kimchi Dry Rub

Fermented flavors are highly sought after for their associated immunity benefits and trending sour flavors. Yuzu offers a refreshing citrus spin on Korean kimchi flavors. Wix-Fresh™ Umami Max potentiates the flavor while enhancing shelf-life.

Wixon Flavor System

- Yuzu Kimchi Seasoning
- Wix-Fresh™ Umami Max



Smoky Berry Elderberry Meat Stick

Elderberry is the hottest immunity flavor of 2020, and we've paired it with antioxidant-containing blueberries and savory smoke note for the perfect turkey meat stick flavor. Wix-Fresh™ Miner Max refines the poultry flavor while enhancing shelf-life.

Wixon Flavor System

- Smoky Berry Elderberry Seasoning
- Wix-Fresh™ Miner Max



Savory Grapefruit Four Pepper Meat Stick

Grapefruit adds a novel immune-boosting citrus flavor with the savory addition of red pepper also including black, white and red peppercorns. Feathery notes often found within poultry are refined and shelf-life is enhanced with the addition of Wix-Fresh™ Miner Max.

Wixon Flavor System

- Savory Grapefruit Four Pepper Seasoning
- Wix-Fresh™ Miner Max



Can't Beet This Dressing

Beets are known as a functional powerhouse and impart their own colorful healthfulness in this savory and earthy dressing. Mag-nifique™ Sour-Away reduces sour off-notes, while maintaining proper pH levels.

Wixon Flavor System

- Savory Beet Seasoning
- Wixon Beet Flavor
- Mag-nifique™ Sour-Away & Sweet Advantage - M



Cucumber Mint Matcha Dip

The earthy Japanese green tea flavor flourishes alongside cooling cucumber and mint flavors. Mag-nifique™ Sour-Away balances the sour off-notes often associated with Greek yogurt dip.

Wixon Flavor System

- Cucumber Mint Matcha Seasoning
- Wixon Spearmint Flavor
- Mag-nifique™ Sour-Away



Blood Orange Oregano Immunity Shot

Trendy citrus blood orange flavor is paired with the herbal, immune-enhancing flavor of oregano. Mag-nifique™ Sweet Advantage-M utilizes monk fruit to sweeten the blend.

Wixon Flavor System

- Blood Orange Oregano Beverage Mix
- Mag-nifique™ Sweet Advantage-M



Immune Boost Seasoning

Pack in a plethora of immunity support with this citrus, umami-based savory blend. Trending functional ingredients like turmeric, mushrooms, orange peel, ginger, garlic and cayenne pepper come together offering an abundance of health.

Wixon Flavor System

- Immune-Boost Seasoning
- Mag-nifique™ Umami

NEED MORE INSPIRATION?

Our R+D and Culinary team can develop a custom taste solution for your immune-supporting product. Here are a few tasty flavors we recommend:

- Lemon Mint
- Honey Ginseng
- Roasted Garlic + Peach
- Smoked Cumin Romesco
- Papaya Rosemary
- Cinnamon Tangerine Twist
- Sage Brown Butter
- Blackberry Hibiscus Lemonade
- Miso Pickled Garlic
- Dark Chocolate Reishi