



# WIXON INNOVATES FAMILIAR FAVORITES MEXICAN COMFORT

There is a revolution happening in American comfort food. US consumers are shifting their go-to favorites from macaroni and cheese and potatoes to tacos and nachos.

Much of this change is being driven by the more adventurous younger consumer, but there are also larger macro trends at play. Overwhelmingly, consumers prefer Mexican cuisine at home or when ordering from a restaurant. This contributes to Mexican cuisine being the number one cuisine type consumed by Americans.

Mexican flavors contain a host of qualities that appeal to the modern consumer. Spicy flavors, sweet heat, and savory indulgence are trends that contribute to the successful adoption of Mexican cuisine in America. Recent viral trends like “birria” have also introduced new regional Mexican flavors to the US.

## 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](http://www.wixon.com).

## TRENDING COMFORT

- Birria
- Elote
- Molé
- Tres Leches
- Mangonada
- Tajín
- Carnitas
- Pozole
- Chorizo

While Mexican flavors may be considered “mainstream”, there exists an abundance of flavor inspiration with regional variance and flavor fusion. Consumers will continue to turn to comfort flavors post-pandemic, lending opportunity to innovate around familiar cuisine types.



## CULINARY INSPIRATIONS



### Salted Caramel Tres Leches Popcorn

Indulge your sweet and savory tooth with this indulgent blend of salted caramel and tres leches. Tres leches translates to “three milks”, providing a creamy flavor base paired with sweet and savory salted caramel. Wixon’s Mag-nifique™ SweetLift boosts the perception of sweetness of the blend.

**Wixon Flavor System RLE.089118\01**

- Wixon Caramel Flavor
- Mag-nifique™ SweetLift



### Vegan Guerrero-Style Pozole Instant Soup\*

Guerrero-style refers to the flavors of Mexico’s Guerrero state. The base is typically made with ground pepitas and can be made green with the addition of tomatillos. This vegan instant soup mix contains a 25% sodium reduction with Mag-nifique™ RSS technology. This allows for maximum sodium reduction with no potassium chloride off-notes.

**Wixon Flavor System TRB.088274\03**

- Mag-nifique™ RSS



### Guajillo Lime Carnitas Pork Jerky

An umami-filled preparation and trending twist on this popular taco filling. Guajillo lends slight heat and a trendy twist to chili lime. Wix-Fresh™ Max and RSS provide the jerky base with enhanced shelf-life properties and 25% reduced sodium in final product.

**Wixon Flavor System RCK.088763\04**

- Wixon Savory Flavor
- Wix-Fresh™ Max
- Wix-Fresh™ RSS



### Za’atar Elote Half-Popped Popcorn

Elote is the popular Mexican street food that tops roasted corn with cheese and spices. We’ve taken that spicy dairy flavor and combined it with a savory spice blend from the Middle East. Za’atar is the trendy blend of thyme, oregano, sesame and sumac that pairs well with the craveable elote flavor.

**Wixon Flavor System KAC.088213\01**



### Manchamanteles Mole Plantain Chips

Translating to “tablecloth stainer”, manchamanteles is an Oaxacan mole that offers a sweet fruit profile combined with savory and smoky spices. Exploring mole types introduces consumers to regional variance and new flavor types.

**Wixon Flavor System SMS.089052\05**

- Wixon Pineapple Flavor
- Mag-nifique™ Umami



### Birria Type Seasoning + Roasted Pepitas

Birria tacos are one of the hottest social media food trends from 2020. The savory tacos are traditionally dipped in a consommé, providing ultimate comfort and indulgence. Wixon’s flavor system is modeled after the Tijuana-style “birria de res” and provides a rich, umami flavor profile to any application.

**Wixon Flavor System ABC.089233\03**



### Creamy Habanero Manchego Type Instant Sauce\*

Habanero is one of the fastest growing pepper types on menu in North America. We’ve paired this popular pepper with the mild, nutty flavor of manchego cheese for a balanced, crave-worthy sauce.

**Wixon Flavor System TRB.088275\02**

- Wixon Manchego Type Flavor
- Mag-nifique™ Umami



### Mango Tajín Type Diced Pineapple

Tajin is a very popular chili seasoning found adorning frozen treats and fruit in Mexico. Our twist on this popular flavor brings the addition of fruity mango to capitalize on the sweet heat flavor trend consumers are seeking.

**Wixon Flavor System ABC.089228\03**

- Wixon Mango Flavor



### Smoky Mezcal Type Dry Rub

Made from the agave plant, mezcal is tequila’s smoky sister. The earthen distillation process is what gives mezcal its telltale smoke notes. We’ve added spicy and savory depth of flavor with this dry rub which contains a smoky tequila flavor with a chili and spice background.

**Wixon Flavor System SMS.089052\01**