



WIXON INNOVATES

# JAPANESE FLAVORS

## FLAVORFUL OPPORTUNITIES

The recent Olympic Games in Tokyo may have put Japanese cuisine in the spotlight, but many Americans already count it among their favorites, regularly dining on both sushi and ramen. This is evidenced by the more than 260% growth of ramen on menus over the past decade, according to Datassential. Furthermore, 60% of American consumers are interested in seeing more food and beverages from Japanese chains on U.S. restaurant menus.

While sushi, ramen, matcha and mochi are regularly enjoyed – especially by younger generations – overall Americans are interested in and have a desire to delve deeper into Japanese cuisine and its somewhat exotic flavors. In fact, Mintel data reveals more than two in five consumers already eat Japanese food and even more are interested in trying it. Some of the up-and-coming flavors being explored by adventuresome Americans are Japanese curry, toasty hojicha tea and the sour, citrus fruit – sudachi.

### 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).

### KEY FLAVORS

- Ginger
- Matcha
- Togarashi
- Furikake
- Shoyu
- Cherry Blossom
- Yuzu
- Dashi
- Miso

Traditional fermented foods, which are experiencing a worldwide resurgence in popularity due to their recognized health benefits for gut, brain, and body, are also an essential part of Japanese cuisine. Miso – a fermented seasoning paste – is one example. This nutrient-packed, culinary staple comes in multiple varieties with differing flavor intensities.

As Americans become more familiar with and embrace Japanese flavors, it opens an opportunity to innovate with them beyond their customary categories. Consider translating Japanese flavors in unexpected ways such as pickled ginger or smoky tonkatsu snack foods.



## CULINARY INSPIRATIONS



### Umeboshi Coconut Popcorn

Sweet notes of creamy coconut with earthy notes of tangy, salty pickled Japanese plum. Wixon's Mag-nifique™ Sweet-Lift boosts the perception of sweetness of the blend.

**Wixon Flavor System LMA.087951\05**

- Wixon Coconut Flavor
- Mag-nifique™ Sweet-Lift



### Salted Caramel Miso Icing Mix

Sweet, umami-rich caramel with salty and savory flavors of red miso and shoyu whiskey.

**Wixon Flavor System RLE.089193\01**

- Wixon Oak Barrel Shoyu Flavor
- Wixon Caramel Flavor



### Smoky Shoyu Caramel

Shoyu is a Japanese style soy sauce with a sweeter, more nuanced flavor than Chinese soy sauce. This caramel has smooth, smoky character complimented by umami rich, fermented notes of the Japanese style soy sauce.

**Wixon Flavor System SAG.088146\01**

- Wixon Smoky Shoyu Flavor
- Mag-nifique™ Umami



### Japanese Whiskey Shoyu Jerky

This jerky has bold oak barrel notes accompanied by subtle caramel nuances balanced by fermented, umami character of Wixon's shoyu flavor system.

**Wixon Flavor System RCK.088843\06**

- Wixon Oak Barrel Shoyu Flavor
- Wixon Whiskey Flavor



### Smoky Tonkatsu Snack Mix & Ramen

This blend captures the classic flavors of tonkatsu, translating to pork cutlet. Notes of smoked, savory "ton" pork, accompanied by balanced notes of onion, garlic, subtly sweet ginger and zesty lemongrass.

**Wixon Flavor System KAC.088329\02**

- Wixon Smoky Shoyu Flavor



### Yuzu Hojicha Drink Mix

Made from tea leaves, hojicha is matcha's roasted sister. Hojicha is made by being roasted at a high heat over charcoal, removing some characteristic bitterness of green tea. Zesty citrus notes of yuzu accompanied by rich, earthy nuances of hojicha.

**Wixon Flavor System RLE.089198\04**

- Wixon Yuzu Flavor
- Mag-nifique™ SweetLift
- FlavorFresh SR™ Maple



### Japanese Curry Instant Sauce

An immensely savory yet balanced instant sauce blend lending notes of slow cooked tomato with spice notes of warm cinnamon, toasted cumin, cloves and nutmeg complimented by herb nuances of fresh thyme and aromatic bay leaf. Wixon's Mag-nifique™ Umami gives sauces a mouthwatering, savory boost while Wixon's Mag-nifique™ allows for a 30% sugar reduction.

**Wixon Flavor System SMS.089165\03**

- Wixon Ginger Flavor
- Mag-nifique™ Umami
- Mag-nifique™ SweetLift



### Sudachi Kosho Kettle Chips

Sudachi is a Japanese citrus fruit and is a mutated variety of the yuzu. This blend has the bright flavor of zesty citrus fruit with Szechuan peppercorns and piquant red and green chili. This snack has the craveability of salt and vinegar chips, while playing on the trend of citrus and salt. Wixon's KClean Salt technology allows for 25% sodium reduction.

**Wixon Flavor System TRB.088354\05**

- Mag-nifique™ KClean Salt™



### Pickled Ginger Snack

Pickled ginger is a staple of Japanese cuisine. This snack is a vibrant blend with a perfect balance of sweet and savory, tangy, and salty.

**Wixon Flavor System TDM.089332\01**

- Wixon Ginger Flavor



### Crispy Garlic Togarashi Seasoning Blend

Savory overtones of rich, crispy fried garlic; mildly spicy blend laced with kibbled nori, toasted sesame seeds with zesty undertones of orange zest and subtly sweet tones of ginger.

**Wixon Flavor System KAC.088335\02**

- Wixon Garlic Flavor
- Mag-nifique™ Umami



### Crunchy Garlic Crisp Seasoning Blend

An umami laced blend comprised of robust, crispy fried garlic notes with savory mid palate nuance of toasted sesame and balanced by mild undertones of crushed red chilis. Wixon's Mag-nifique™ Umami enhances savory notes without MSG.

**Wixon Flavor System SMS.089168\10**

- Mag-nifique™ Umami

## NEED MORE INSPIRATION?

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

- Matcha + Vanilla + Ginger
- Citrus + Szechuan Ponzu
- Spicy Miso
- Cherry Blossom + Black Pepper
- Kabocha + Furikake
- Gyudon Beef + Ponzu
- Maple + Miso + Shoyu