TRENDING

WIXON INNOVATES

FRENCH FOUNDATIONS CONTEMPORARY CLASSICS

COMPLEMENTARY WIXON FLAVORS

- Lavender
- Burgundy Wine
- Chablis Wine
- Anjou Pear
- Tarragon
- Leek
- Sauternes Wine
- Shallot
- Blue Cheese

France has a long and rich food culture – one that has spread well beyond its borders into the far reaches of the globe. French cuisine is the product of the country's storied history and varied terroir. Each ingredient is celebrated for its unique flavor contribution and prepared using cooking techniques honed over centuries. According to UNESCO, the art of good eating or French gastronomy is an "intangible cultural heritage."

Although many U.S. consumers may not realize it, classical French culinary techniques serve as the basis of contemporary American cooking and are baked into many favorite foods, for example, mac & cheese. As for awareness of French cuisine itself, market researcher Datassential reports that it's recognized by 86% of Americans, 74% have tried it, and 64% like or love it.

Because of its broad awareness and appeal among consumers, French cuisine presents a prime opportunity for innovation at retail and within foodservice. The bounty of flavors and adaptability of classic French sauces offer a rich palette for ideation. Consider LTOs with hints of floral notes for spring or warm autumn fruit flavors in sweet and savory applications. Products with a French flair give consumers something new yet comforting. Start exploring the possibilities by contacting us today!

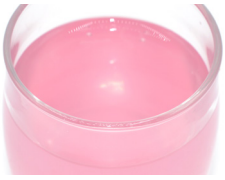
ABOUT WIXON INNOVATES

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.

WIXON

1390 East Bolivar Avenue | St. Francis, WI 53235 | 800.841.5304 | service@wixon.com | wixon.com

CULINARY INSPIRATIONS



French Lavender Lemonade Drink Mix

Inspired by refreshing French lemonade, this drink features a clean lemon flavor with a touch of lavender for a provincial twist. Wixon's Mag-nifique™ Sweet-Lift allows for up to 40% reduction of added sugar with no loss of sweetness.

Wixon Flavor System ELD.000045\02

- Mag-nifique™ Sweet-Lift
- Natural Lavender Type Flavor

Apple Tarte Tatin Shortbread Butter Cookie

Inspired by the classic French dessert where fruit, typically apples, is caramelized in butter and sugar, then covered with pastry dough and baked. This cookie features a buttery, crumbly texture, and a rich caramelized apple flavor, complemented by warm hints of cinnamon and delicate vanilla undertones.

Wixon Flavor System TDM.089932\02

- Natural Apple Type Flavor
- Natural Caramel Type Flavor

Anjou Pear Crème Anglaise Cookie

This cookie offers a delicate balance of ripe pear flavor and the rich, velvety essence of crème anglaise. It features a buttery, smooth flavor with hints of vanilla and subtle fruitiness.

Wixon Flavor System SMS.089826\02

- Natural Anjou Pear Type Flavor
- Natural Custard Flavor
- Natural Vanilla Sugar Flavor WONF

French Tisane Drink

French tisanes are cherished warm beverages ideal for any time of day. This French tisane blends the floral notes of hibiscus and lavender with the bright, citrusy sweetness of orange, creating a refreshing and aromatic infusion that harmonizes tartness with calming herbal undertones.

Wixon Flavor System RLE.089604\04

- Natural Hibiscus Type Flavor
- Natural Lavender Type Flavor
- Natural Orange Flavor

Aligot Potato Chip Snack

Inspired by a rich, comforting dish from France's heartland made with potatoes, butter, crème fraîche, cheese, and a touch of garlic, this potato chip captures the essence of the classic recipe.

Wixon Flavor System TDM.089931\02

- Natural Leek Type Flavor
- Natural Cheddar Type Flavor

Béarnaise Instant Sauce Mix

A derivative of hollandaise, one of the French mother sauces, béarnaise is made from butter and egg yolk, and flavored with a reduction of wine, vinegar, shallots, pepper, and tarragon. This instant sauce boasts a rich, creamy texture with a buttery taste, enhanced by notes of tangy vinegar and aromatic herbs like tarragon and shallots.

Wixon Flavor System ELD.000053\01

- Natural Shallot Flavor WONF
- Tarragon Flavor
- Natural White Wine Type Flavor

Chips de Mignonette de Bourgogne Potato Chip Snack

A French twist on classic salt and vinegar chips. Inspired by mignonette sauce—a condiment made with minced shallots, cracked pepper, and vinegar traditionally served with raw oysters—these chips feature a distinctive flavor profile further elevated with the addition of Beaujolais wine.

Wixon Flavor System TRB.088947\03

- Natural Shallot Flavor WONF
- Natural Beaujolais Wine Type Flavor

Bordelaise Beef Jerky

Named after France's Bordeaux region, bordelaise sauce includes dry red wine, bone marrow, butter, shallots, and demi-glace. This beef jerky blends rich wine essence, umami beef stock, and hints of thyme and bay leaf, with a touch of sweetness and pepper. Wix-Fresh™ Umami Max enhances flavor while naturally extending shelf-life.

Wixon Flavor System CEH.000569\01

- Wix-Fresh™ Umami Max
- Burgundy Wine Type Flavor
- Natural Balsamic Vinegar Type Flavor
- Natural Caramelized Onion Flavor WONF

Sel Gris Herbs de Provence Seasoning

Inspired by Herbes de Provence, which includes marjoram, basil, rosemary, thyme, and lavender, this blend is enhanced with Sel Gris sea salt and Chablis wine. It offers a savory, aromatic profile with earthy tones, lavender hints, dry white wine nuances, and a subtle brininess, adding complex depth to dishes.

Wixon Flavor System TRB.088955\01

- Natural Lavender Flavor
- Natural Chablis Wine Type Flavor

Roquefort + Sauternes Wine Bagel Chip Snack

Inspired by the classic pairing of Sauternes wine and Roquefort cheese, where the strong cheese flavor is balanced by the sweetness of the French dessert wine. This snack delivers rich creamy, tangy blue cheese flavor complemented by the sweet, floral notes of Sauternes wine.

Wixon Flavor System KAC.088955\02

- Natural Sauternes Wine Type Flavor
- Natural Blue Cheese Flavor
- Natural Sherry Wine Type Flavor

NEED MORE INSPIRATION?

Our R+D and Culinary teams can develop any custom taste solution for your French inspired product. Here are a few other tasty flavor combinations to consider:

- Roasted Ratatouille
- Candied Violet + Lemon
- Goat Cheese, Cherry + Thyme
- Calvados + Spiced Pear
- Dijon + Bergamot
- Black Truffle + Madeira
- Yellow Plum + Rhubarb
- Black Currant + Savory
- Espelette Pepper + Honey
- Persillade + Muscadet