



CHEF **seasons**
gourmet sauces & seasonings

FOOD 2018 TREND FORECAST

**What Will Drive
Change Within
The Industry?**

**YOUNGER CONSUMERS
LOCALIZATION
TRANSPARENCY
DEMANDS
TECHNOLOGY/BIG DATA
POLARIZATION**

Major trend of all time...

HEALTH

First of all, let's look at the healthy eating trends that are likely to dominate in 2018. There are always going to be healthy eating trends because there will always be people looking for a healthier diet. Health is becoming ever more important to consumers, as they become more aware of the impact their food can have on their health.

CHEF SEASONS products are evolving to meet consumer's health and taste expectations together.



Tell Me A Story Transparency Geographical Marking and Local Products

The history behind what you are eating, where it came from, how it got to be what it's like and even who produced it each region of the country has its own story

Consumers are demanding more information about their food than ever before and manufacturers have responded with a plethora of labels: GMO-free, responsibly grown and raised, and Fair Trade, to name just a few.



Weight Loss Trends in 2018

Other people are less concerned with gradually improving their diet to become healthier and more interested in shifting that excess weight. This is where the weight loss trends of 2018 come in. There are some interesting ideas already floating around, and here are the trends set to dominate next year.



More Protein and Food Replacement Products

Plant based protein are popular among fitness enthusiasts and gym-goers. But they have not yet been adopted by people who just want to improve their health or use as a food replacement. However, this could be on the verge of changing.

We have some good news for you in early 2018

PRODUCT OF THE YEAR!!!

SEASONING BALLS



**COLOR
OF THE YEAR!!!**

**VIOLET,
PINK LAVENDER,
CHILI OIL, BLACK**

**INGREDIENT
OF THE YEAR!!!**

**PEAS, CHAGA
MUSHROOMS,
PURPLE YAMS,
KELP**

**SUPER FOOD
OF THE YEAR!!!**

**MORINGA,
CASSAVA FLOUR,
MAQUI BERRIES,
REISHI**

**MOTTO
OF THE YEAR!!!
TRANSPARENCY**



**Violet
Sauce**

**Pink
Lavender
Sauce**

**Chili
Oil
Sauce**

**Black
Sauce**

FRUITS



SUPERFOOD POWDERS



Powders are serious power players. Because they're so easy to incorporate, they've found their way into lattes, smoothies, nutrition bars, soups and baked goods. For an energy boost or an alternative to coffee, powders like matcha, maca root and cacao are showing up in mugs everywhere. Ground turmeric powder is still on the rise, the ever-popular spice used in Ayurvedic medicine. Smoothie fans are raising a glass to powders like spirulina, kale, herbs and roots... People liked the idea of protein powders so much, they're ready to add powders to anything they possibly can.

We proudly announce our new plant based protein products to our customers and followers...



GRINDABLE SUPER FOOD PROTEIN BOOST MIX

"Super Foods, dancing with cacao, turmeric and stevia"

PROTEIN AND ALKALINE BOOSTER SEASONING

"Harmony Of The Super Foods With High in Alkaline Spices&Herbs"

ANTIOXIDANT SPICE MIXES

"Lasting Health to You and Your Family"

-HOT AND SOUR
-WARM AND SPICY
-FRESH AND EXOTIC



REISHI, TURMERIC AND STEVIA POWDER MIX

"The best solution for hot beverages to taste and healthy choice for children with milk"

MUSHROOMS POWDERS

Mushrooms are delicious, and they also have a ton of health benefits. Now people are starting to use them in dietary supplements, and even in bottled beverages, teas, and coffees. A mushroom smoothie might sound odd, but it goes well with chocolate or coffee to make something really rich and interesting. (Mushrooms are also getting very popular in skin and hair care right now.)



REISHI & DATES BREAKFAST SPREAD

"Go beyond butter and top your toast with these tasty, nutrient-dense spreads."



CHAGA & CINNAMON HOT BEVERAGE BLEND

"Steep it with your hot drink for additional flavors and good benefits"



SUPER MUSHROOM BROTH

"This is a tasty liquid enhancer with lots of health benefits, use it in hot or cold drinks also soups, sauces and all kind of foods"



FLORAL FLAVORS

Get ready to eat flowers. Lavender, rose and hibiscus are showing up in everything from lattes to granola to marshmallows. And Whole Foods has called out elderflower as the MVP (Most Valuable Petal). Beyond the beauty of a delicate bloom on the plate, edible flowers can be used as flavor components in your dishes.



- SUGARLESS ELDERFLOWER & LEMON DIP
- LEMON & LAVENDER VEGAN LABNEH DIP
- VIOLET CURD (NO SUGAR ADDED)
- HIBISCUS & MINT AND CAROB POWDER MOCKTAIL SPRINKLE

PLENTY OF TURMERIC

Turmeric is a spice associated with Indian cuisine, particularly certain kinds of curry. But it's not being recognised as much more than a curry ingredient. It helps your digestive system because it contains bioactive compounds. More and more people are coming up with new recipes and meal ideas that incorporate turmeric purely because of its health benefits. This is a definite trend, and we will only see more of it in the time ahead. Make sure you start making use of it if you want to be ahead of the curve. It's a versatile spice that can offer a lot.



PINEAPPLE AND TURMERIC BBQ SAUCE

"One of our delicious new generation BBQ sauce. It is sweet and tangy and simply good..."



CITRUS & TURMERIC WATER ENHANCER

"Don't you like drink water?"

MIDDLE EASTERN CUISINES ARE RISING

"Middle Eastern" food is a huge umbrella embracing many regional cuisines. Now people are ready to dive deeper and get more specific about what they're eating and where it comes from. Persian, Israeli, Moroccan, Syrian, and Lebanese influences are becoming more popular on menus, and shoppers are buying more spices like, cardamom, and za'atar.



HARISSA SALAD DRESSING

"This is mild hot and high acidic dressing sauce from middle east. Now you can explore the desert cultures..."

SALAD FATTOUSH DRESSING

"Fattoush is one of the most well known Middle Eastern salads, with tons of fresh greens, juicy tomatoes, crisp red onions, toasted pita bread, crunchy cucumbers, and our delicious Fattoush Dressing"



KEBAB FOR EVERY DAY

- Bihari Kebab Mix
- Kebab Koobideh Mix
- Persian Shish Kebab Mix
- Juveh Kebab Marinade Mix
- Kebab Barg Mix
- Iraq spice Chicken Rub
- Shawarma Seasoning

KEBAB SAUCE *NEW*
"DEVELOPED FOR ALL KIND OF KEBABS, DONER, SHAWARMA AND ALSO GOOD WITH FALAFEL"



ISRAELI ZA'ATAR WITH CHIA SEEDS AND DRIED BLACK OLIVES
"It's simply delicious with olive oil or butter FOR ALL DAY BREAKFAST"



THE GREEN EYED PEAS



The humble green pea, oh how we despised you as children, yet peas are set to make a huge comeback in 2018...just perhaps not as we have previously known them.

In terms of nutrition, peas are one of the best pulses you can eat, yes these little green balls are packed with protein, fibre, minerals, antioxidants and anti-inflammatories, and they're incredibly versatile too.

One of the huge benefits of pea protein is that it has a neutral flavour, making it the perfect addition to soups, stews, bakes and shakes.

Also worthy of more than a footnote, peas are considered hypoallergenic. That means they are safe for those with food allergies. By themselves, they are free from proteins and other allergens that cause reactions.



PEAMUS *NEW GENERATION GRAB N GO*

"WHAT IS PEAMUS? HIGH PROTEIN HUMMUS FROM PEAS AND PEA PROTEIN, WITH TRADITIONAL MIDDLE EASTERN TASTE AND TEXTURE. YOU LOVE IT!"

- CLASSIC PEAMUS WITH SUPER SEEDS CRUNCH
- HOT PEAMUS WITH SUPER SEEDS CRUNCH
- GARLIC PEAMUS WITH SUPER SEEDS CRUNCH
- TURMERIC PEAMUS WITH SUPER SEEDS CRUNCH



PEA FALAFEL MIX

"If you love a tasty and crunchy falafel, you will love to pea falafel as well. Pea protein powder, mild garlicky note and warm spices...!"



GEOGRAPHICAL MARKING AND LOCAL PRODUCTS



TURNIN' HOT So Spicy, So Good, Why is this Hot Sauce Great for You?

Do you enjoy the burn, a little bit of sweat on your brow, the explosion of flavor on your tongue?

It turns out that the health benefits of hot sauce are just as explosive as the food it seasons!

This unique sauce has also a unique colour, purple, which made with turnip juice, beetroot and purple carrot...

You like it!"



"Geographical markings" are signs indicating a distinctive quality, fame or other features and identified with a district, area, region or country of its origin. In other words, geographical indication shows goods' origin. The aim of this study is to show why geographical markings getting more and more important in food industry. Both the number of local products and "geographical marked" products are getting scalar up and demand is rising rapidly all over the world. Geographical marking comes up to be an important factor which affects consumer's choice from the point of product differentiation and giving detailed info about the background of the product to the consumer.

AEGEAN RELISH

"It made with the LOCALLY GROWN products from whole Aegean Region, such as sundried tomatoes, capers, beetroot, purple carrot, pine tree honey... at the and off it, we touched all of these special products with magic and some Aegean extra virgin olive oil..."



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EVERY PERFECT FOOD NEEDS A
magic touch.

If you aim to set new food trends you cannot avoid considering the whole picture, like looking at the major, social mega trends. A wide variety of consumer trends come from these mega trends, and they develop in various directions in different industries and with different target groups.

The impact of trends on the purchasing behaviour of consumers is undisputed. Trends and knowledge about trends have therefore become important elements to help us with managing our brands. There is currently more happening in the food sector than ever before. Rapid digitalisation, globalisation and localisation at the same time, the departure away from what is seen as a classic family and away from traditional gender roles and therefore the structure of everyday life, climate change and the resulting responsibility for the environment, all these issues have consequences, even on what we want to eat, how and when we want to eat and how food should be packed. Food trends are never far removed from the major social trends and developments. This makes it even more exciting to take a look at the food trends that concern us all.

Food is increasingly becoming a way to express personal attitudes towards life, it is a way of expressing your individual lifestyle. Eat, drink and be with other people. As well as freshness, regionality and convenience, it is also about the promise of an experience here. If the experience of dining together was a success, whether you prepared everything yourself or shopped cleverly, then this will of course be immediately posted on all social media platforms. Pinterest is overflowing with recipes, cooking events and new blogs. Food blogging has become a real discipline.

Like we've already mentioned, a lot is going on in the food sector at the moment. We, Chef Seasons, as one of the trend setters in this sector, are obviously excited to support our friends, partners and followers in identifying the correct trends of the industry.