

2024 FOOD TREND FORECAST

WILL BE EVEN TASTIER TOGETHER

Creating Flavor Memory

Flavor Symphony
Unveiled:
A Harmonious
Blend

Newstalgia:
Flavorful
Journey
Through
Time

UNLOCKING
CULINARY
WONDERS:

*A Symphony
of Flavor
Trends in
2024*



CHEFseasons
tastier together

IN THE VIBRANT TAPESTRY OF CULINARY EXPLORATION,

2024 promises
an exhilarating journey
through evolving taste
landscapes. Let's embark on
a tantalizing exploration of
the year's most captivating
flavor trends, where every
note strikes a chord between
nostalgia and innovation.

TANTALIZING EXPLORATION



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FLAVOR SYMPHONY UNVEILED:

A Harmonious Blend

Let's envision a culinary symphony that harmonizes flavors seamlessly, creating a sensory masterpiece. Our 2024 trend forecasts present a blend of different influences that build cultural flavor bridges, bringing together plants from diverse geographical regions and uniting people in joy. Describing this goes beyond taste alone; think of it as a journey of the senses.

Smoky Maple Bourbon Drizzle:

A sophisticated blend of smoky notes, rich maple sweetness, and a hint of bourbon warmth. Perfect for glazing roasted vegetables, grilled chicken, or as a finishing touch on savory desserts.



Roasted Red Pepper Romesco Rapture:

A Mediterranean-inspired delight featuring roasted red peppers, almonds, and smoky paprika. Ideal as a pasta sauce, pizza base, or a dip for crusty bread.

Cilantro Lime Crema Bliss:

Cream, fresh cilantro, and lemon... An energizing sauce that elevates your taste buds. A unique balancer in tacos and spicy dishes, especially with grilled corn.



Sesame Ginger Sizzle Glaze:

Roasted sesame and the delightful combination of tasty ginger create a harmonious blend, resulting in a flavor rich in umami. It imparts perfect taste in fry-ups, grilled chicken wings, fish marinades, or numerous dishes in Far Eastern cuisine.



Mango Tango Habanero Blaze

An exotic fusion of sweet mango and fiery habanero, creating a tantalizing dance of flavors. Ideal for grilled meats, seafood, or as a dipping sauce for spring rolls.



Truffle Infusion Aioli Euphoria:

Roasted sesame and the delightful combination of tasty ginger create a harmonious blend, resulting in a flavor rich in umami. It imparts perfect taste in fry-ups, grilled chicken wings, fish marinades, or numerous dishes in Far Eastern cuisine.

Citrus Zing Jalapeño Splash:

A vibrant medley of citrus fruits paired with the bold kick of jalapeño. Elevate your tacos, salads, or ceviche with this refreshing and spicy splash.



Savory Balsamic Fig Elixir:

A luscious combination of aged balsamic vinegar and sweet fig, creating a velvety elixir. Drizzle over salads, cheeses, or grilled peaches for a gourmet touch.



Harissa Heatwave Fusion:

Imagine a smoky and fiery heatwave inspired by North Africa. It has become a flavor that complements meats, legume dishes, and pizzas perfectly with peppers, garlic, and unique spices.



Sunset Serenade Salad Dressing:

Infused with tart cherry and nectarine notes, turning an ordinary salad into a flavor spectacle.



A Symphony of Flavor Trends in 2024

SEASONS

FLAVOR SYMPHONY UNVEILED:

A Harmonious Blend

Mediterranean Magic Blend:

We've crafted a brand new flavor for grilled vegetables, pastas, and pizzas. A unique blend that will make you feel the warm breeze of the Mediterranean, bringing delight with every bite.



Tuscan Sun-Dried Tomato Infusion:

Sun-dried tomatoes meet Italian herbs, creating a savory infusion. Sprinkle on pizzas, salads, or use as a seasoning for roasted chicken.



Spicy Cocoa Mole Medley:

A fusion of cocoa, chili peppers, and spices, creating a complex mole blend. Ideal for seasoning chili con carne, enchiladas, or as a rub for grilled meats.



Smokey BBQ Mesquite Rub:

You will elevate the flavor to a different dimension with the smoky red pepper, cumin, and coriander aromas. We are talking about a palate-pleasing experience with meats.



Citrus Herb Seafood Symphony:

A delightful combination of citrus zest, dill, and parsley, enhancing the natural flavors of seafood. Perfect for seasoning shrimp, fish tacos, or as a rub for grilled fish.



Za'atar Spice Oasis:

Immerse yourself in Middle Eastern flavors with this blend of thyme, sumac, and sesame seeds. Sprinkle on flatbreads, hummus, or use as a seasoning for roasted vegetables.



Herb de Provence Infused Salt:

A classic blend of savory herbs like rosemary, thyme, and lavender, infused into premium sea salt. Sprinkle on roasted vegetables, grilled meats, or use as a finishing touch for salads.



WILL BE EVEN TASTIER TOGETHER



CREATING FLAVOR MEMORY

The term “**flavor memory**” encapsulates the rich and unique memories associated with the tastes of foods one has experienced. Flavors often intertwine with memories, and a specific dish or beverage can evoke significant moments and experiences. Flavor memory not only fuels creativity in the kitchen but also inspires the development of new recipes. Past culinary encounters serve as a foundation for crafting novel culinary delights.

Enhancing flavor memory can enrich individuals' gastronomic experiences, elevating their quality of life.

Flavor Memory

IN TODAY'S WORLD, THE DEMAND FOR FLAVOR MEMORY IS DRIVEN BY SEVERAL FACTORS:



Cultural Diversity and Culinary Trends:

Accessible global cuisines allow people to explore culinary diversity, fostering a desire to experience different cultures through food.



Social Media and Visual Experiences:

Platforms like social media enable individuals to share food photos and recipes, providing a visual gateway for discovering flavors others have experienced and refining personal taste preferences.



Innovations in the Food and Beverage Industry:

Ongoing innovations in the food and beverage industry fuel the desire to try new flavors. Restaurants, cafes, and food festivals provide spaces for discovering unique and innovative tastes.

WILL BE EVEN TASTIER TOGETHER

IN TODAY'S WORLD, THE DEMAND FOR FLAVOR MEMORY IS DRIVEN BY SEVERAL FACTORS:

Healthy Eating and Conscious Consumption



Growing awareness about healthy eating and conscious consumption motivates individuals to make flavorful yet health-conscious food choices, leveraging their flavor memories.

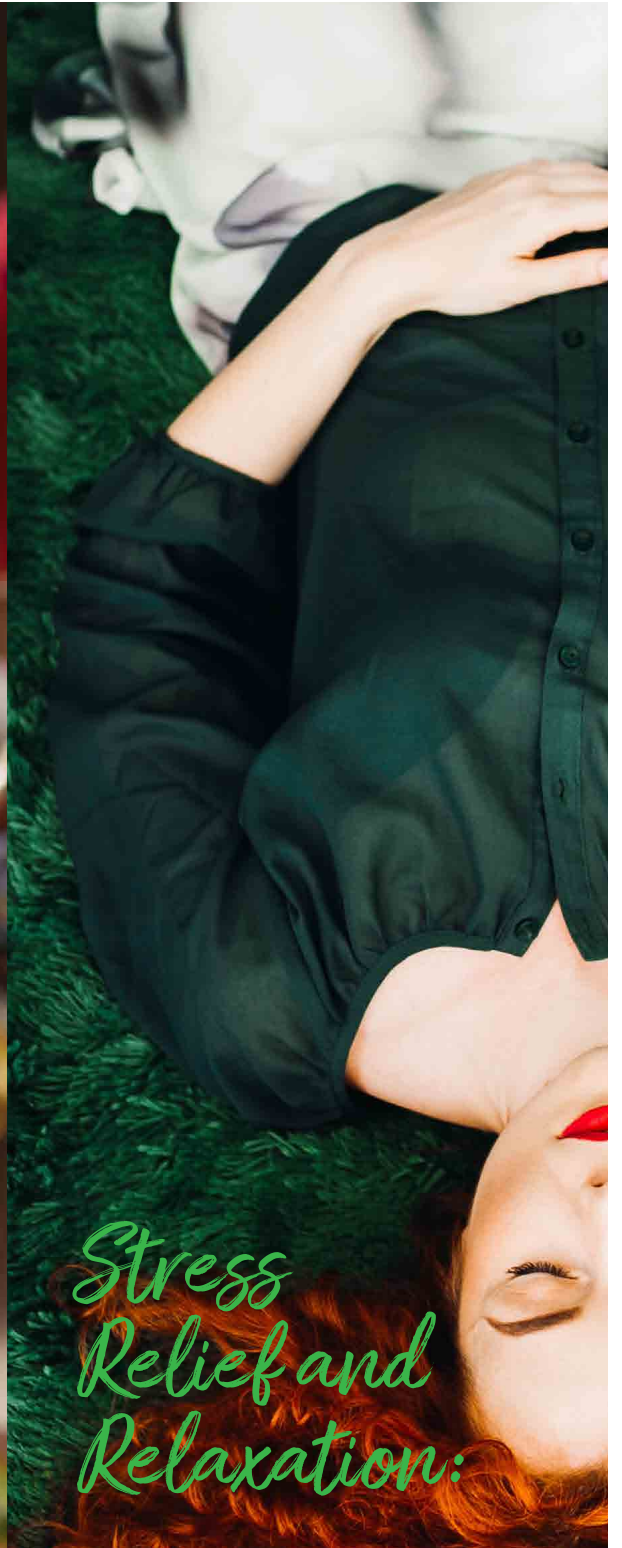
Social Interaction and Sharing:

Food serves as a catalyst for social bonding. People aim to accumulate pleasant memories by sharing flavor experiences with friends and family, strengthening social connections.



Stress Relief and Relaxation:

Beyond serving as an energy source, food can be a tool for coping with stress and promoting relaxation. Recalling a specific flavor or dish can aid in meeting psychological needs for comfort.



For these reasons, people today feel the need to build flavor memory. The year 2024 is expected to be a time when consumers will lean towards foods that trigger the formation of flavor memories. Therefore, Limited Time Offers (LTOs) will be more crucial than ever. Chef Seasons contributes to the formation of flavor memories in consumers with every new product created, serving as a source of inspiration for crafting new flavors and enriching their gastronomic experiences..

NEWSTALGIA: FLAVORFUL JOURNEY THROUGH TIME

As the culinary world continues to evolve, a new trend is catching the eye: Newstalgia. This unique approach aims to leave a distinctive mark in the world of gastronomy by bringing together the treasures of the past with contemporary culinary preferences.



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WHY NEWSTALGIA?



Because people are not just eating; they want to bring memories, traditions, and cultural connections to their tables. Newstalgia plays a nostalgic melody on the taste buds by presenting traditional recipes and old favorite flavors with a modern touch.

RECONNECTING WITH MEMORIES:



People often have a tendency to romantically connect with memories from the past. Food can be a part of these memories, and newstalgia plays a role in reviving forgotten flavors, creating a nostalgic melody on the palate.

PRESERVING TRADITIONAL FLAVORS:



In an era where traditional recipes are at risk of being forgotten, newstalgia breathes new life into them. This approach, in harmony with the mission of preserving cultural heritage, strives to keep forgotten flavors alive.

LIMITLESS CREATIVITY:



Chefs are pushing their boundaries with the concept of combining new and old elements. This means limitless creativity; unexpected combinations, contemporary presentations, and a unique balance between traditional ingredients and modern flair.

SUSTAINABILITY AND CONSCIOUS CONSUMPTION:



Newstalgia also aligns with sustainability and conscious consumption trends. Traditional recipes often rely on local and natural ingredients, contributing to the goal of maintaining ecological balance.

CONSUMER- CENTRIC INTEREST:



Restaurants and food brands can gain an advantage by embracing the newstalgia trend to capture consumer interest. Adding a modern touch to traditional flavors can spark curiosity among consumers, creating loyalty by offering new and exciting experiences.

Newstalgia can be defined as a flavorful journey through time. This trend aims to honor the past while bridging the gap to the future. With the goal of evoking nostalgia on palates, preserving cultural heritage, and encouraging creativity, it seems inevitable that newstalgia will have a significant impact on the culinary world in the coming years. In an era where unforgettable flavors will come to life again on the tables of new generations, newstalgia is poised to leave a lasting impression.

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GREEN CONSCIOUSNESS: THE CLIMATE-FRIENDLY LABELING TREND

In today's world, consumers are not only considering the quality of products but also making purchases with a mindful awareness of their environmental impact. In this context, the climate-conscious labeling trend is on the rise, emphasizing transparency in providing information not only about the content of a product but also its environmental effects.

The Story of the Product:

Consumers now want to know not only where and how a product is produced but also the environmental implications of its production process. Climate-conscious labeling narrates the life cycle of a product, showing consumers how the product contributes to sustainability.

Carbon Footprint:

Climate-conscious labeling explicitly presents the carbon footprint of products, enabling consumers to understand the environmental impact of a product more clearly. This encourages consumers to prefer products with a lower carbon footprint and contribute to a sustainable future.

Certifications and Standards:

Climate-conscious labeling highlights products that comply with specific certifications and environmental standards, providing consumers with reliability. This allows consumers to easily identify and choose eco-friendly products.

Consumer Power:

Consumers now wield their power by not only meeting their needs with purchased products but also considering their environmental impact. Climate-conscious labeling provides consumers with an opportunity to make informed choices for a sustainable future.

Brand Responsibility:

For brands, climate-conscious labeling stands out as a way to take responsibility for sustainability and environmentally friendly practices. This trend underscores the obligation for brands to reduce their environmental impact and be transparent with consumers about these efforts.

The Trend of the Future:

Climate-conscious labeling emerges as a trend that will shape not only the fate of a product but also that of a brand. In a world where consumers continue to consider environmental impacts, this trend will empower sustainable and eco-friendly brands. In a world where green consciousness and climate-friendly shopping become the new norm, climate-conscious labeling will persist strongly.



NATURE'S COMEBACK: THE RESURGENCE OF FLORAL FLAVORS IN MODERN CULINARY TRENDS

In today's culinary landscape, a nature-centric trend wave is bringing back floral flavors.

Flowers such as violet, lavender, and rose, known not only for their aromatic qualities but also for unique taste profiles, are making a comeback on modern menus. This trend not only enhances the olfactory experience but also adds a distinctive flavor profile, providing a unique touch to the world of gastronomy.



WILL BE EVEN TASTIER TOGETHER

NATURE'S COMEBACK:



Flowers like violet, lavender, and rose, reflecting the richness of nature's diversity, are being discovered for use in various dishes in modern cuisine. These floral flavors contribute both visual aesthetics and sophisticated taste to dishes, offering a unique culinary experience.

Chefs pushing beyond tradition are elevating their dishes to extraordinary levels by incorporating floral flavors into creative culinary applications. The inclusion of floral notes on menus transforms meals from mere sustenance into works of art.

Floral flavors engage not only the taste buds but also other senses. Standing out with their aromas and visual appeal, floral tastes offer a sensory exploration in the world of gastronomy. This signifies a shift towards a new understanding where a meal is not just a source of nutrition but an overall experience.

The resurgence of nature is not just a flavor trend; it's a reflection of the demand for natural and organic ingredients. Consumers, as part of their pursuit of healthy and sustainable eating, are shaping their preferences towards natural and eco-friendly tastes.

The rising popularity of floral flavors may signify a transformation in the culinary world. This trend could trigger more creative culinary applications in the future, leading to the widespread inclusion of floral flavors in menus and marking a new era in culinary arts.

STEAK SALT: A KITCHEN REVOLUTION

*A new trend is emerging in
the world of gastronomy:*
"Steak Salt."

This exclusive salt blend, specially formulated for use with meats, stands out with its unique aggregation and flavor-enhancing properties. Offering meat enthusiasts a distinctive experience, Steak Salt promises more than just a simple seasoning.

Designed to enrich and highlight the flavor profile of meats, Steak Salt is a special salt blend. This unique formulation not only accentuates the natural properties of the meat but also provides excellent aggregation on the surface, ensuring a perfect cooking experience. With its special blend of spices and minerals, Steak Salt leaves an unforgettable taste on the palate, creating a harmonious symphony with the meat.



AGGREGATION CAPABILITY:

By creating excellent aggregation on the meat's surface, Steak Salt ensures perfect cooking and deeper flavor penetration.

RICHNESS OF FLAVOR:

The special spices in its composition transform Steak Salt into a flavor enhancer, offering a taste experience beyond ordinary salt.

PERFECT COOKING RESULTS:

By locking in the meat's juices, Steak Salt ensures a juicier, more flavorful, and perfectly cooked outcome.

The use of Steak Salt is rapidly becoming a trend in the gastronomic world. Chefs are elevating their meat dishes to new heights by incorporating this special salt blend. Restaurants are offering unforgettable flavor experiences by adding exclusive Steak Salt options to their menus. This trend not only caters to the taste preferences of meat lovers but also makes it easy for home chefs to enhance their culinary creations.

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OUTLOOK 2024: FLAVOR TRENDS

CONSUMERS ARE GEARING UP FOR SIGNIFICANT SHIFTS IN FLAVOR EXPECTATIONS IN 2024.



This year, flavor preferences will be shaped by a desire for alignment with physical health, emotional satisfaction, and the overall health of the planet. Particularly, floral flavors are expected to take the spotlight, not only offering a unique taste experience but also establishing positive associations with health.

ONE OF THE MOST NOTICEABLE CHANGES IN FLAVOR PROFILES ANTICIPATED IS A SHIFT FROM SWEET AND SUGARY TASTES TO BOLD AND BITTER FLAVORS.



This evolution reflects consumers' pursuit of higher quality and globally diverse flavor experiences.

THE RISE IN POPULARITY OF FLORAL FLAVORS STANDS OUT NOT ONLY FOR THEIR UNIQUE TASTE BUT ALSO FOR THEIR POSITIVE CONNECTIONS TO EMOTIONAL AND MENTAL WELL-BEING.



These flavors provide consumers with an innovative and health-conscious taste experience, satisfying their desire to establish a closer connection with nature.

THIS EVOLUTION IN FLAVOR TRENDS ENCOURAGES CONSUMERS TO PUSH THE BOUNDARIES OF TRADITIONAL TASTE,



fostering a desire for bolder steps in the culinary world while reflecting an interest in a global perspective. The aspiration to take more adventurous strides in the world of taste seems poised to contribute to an exciting and diverse flavor landscape in the gastronomy world in 2024.

A Symphony of Flavor Trends in 2024

CONSUMER SHIFT: A NEW KITCHEN TREND



IN 2024, PEOPLE ARE CHANGING THE WAY THEY EAT, AND BREAKFAST IS BECOMING A MORE SIGNIFICANT PART OF OUR ROUTINES.

Weekends are turning into a time for a special meal called brunch, making our kitchen experiences more exciting.

BUSINESSES NEED TO ADAPT TO THESE CHANGES AND OFFER GOOD PRICES ALONG WITH ENJOYABLE EXPERIENCES.

It's not just about serving food; it's about understanding what people like as their tastes change.

NOWADAYS, BREAKFAST IS AN OPPORTUNITY TO GET CREATIVE AND ENJOY DIFFERENT FLAVORS.

Brunch, with its relaxed pace and variety, makes weekends a food celebration, like each bite is a note in a delicious song.

IMAGINE IT AS A PARTY IN THE FOOD WORLD, WHERE THE MUSIC CHANGES,

and everyone adjusts their moves. It's an exciting journey in the kitchen where every opportunity is a chance to try something new, and every bite brings a more satisfying dining experience. Welcome to the new era; the way we enjoy food is creating a stage for an amazing kitchen performance.

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TASTIER TRENDS TOGETHER

LAVENDER HONEY DRIZZLE

Lavender Honey Chicken



Infuse honey with lavender for a sweet and floral twist, perfect for desserts or drizzling over appetizers.

SPICY HARISSA MAYO

Spicy Harissa Vegetable Wraps



Mix spicy ranch elements with harissa for a fiery mayonnaise to elevate sandwiches and wraps.

GARLIC PARMESAN CAESAR DRESSING

Roasted Garlic Parmesan Grilled Sea Bass



Upgrade the classic Caesar by adding roasted garlic and Parmesan for an extra layer of flavor.

MEDITERRANEAN SHAWARMA MARINADE

Mediterranean Herb-infused Shawarma Lamb Kebabs



Infuse traditional shawarma flavors with Mediterranean herbs and spices for a delightful marinade.



DIJON INFUSED OLIVE OIL

Dijon-Infused Olive Oil Shrimp Salad

Combine Dijon mustard seeds with high-quality olive oil for a flavorful and versatile condiment.

TASTIER TRENDS TOGETHER

CHILI MANGO MEXICAN BEER SAUCE



Blend Mexican beer with the sweetness of chili mango for a unique and zesty sauce.

AMBA-INFUSED YOGURT DIP



Use amba, a tangy mango pickle condiment, to flavor a creamy yogurt dip for a Middle Eastern-inspired treat.

SMOKED MOZERELLA TOPPING



Replace smoked mozzarella on pizzas for a distinctive, smoky flavor.

TOASTED RICE POWDER SPICE BLEND



Use toasted rice powder as a key ingredient in a versatile spice blend for a crunchy and aromatic seasoning.



SHISO CITRUS VINAIGRETTE

Infuse a vinaigrette with the unique taste of shiso and citrus for a refreshing salad dressing.

FLAVOR ENGINEERING

Set out to leave a lasting imprint on people's palates, we are a manufacturer of gourmet salts, seasonings, marinades, sauces, dressings, anti-aging spice blends, passionings, seasoning balls and herbs. With more than 2,500 products, 7,200 unique recipes and an on-going pursuit of innovations, we take our flavors seriously and we take them beyond borders.

WE'RE

PROUD OF THE COMPANY WE KEEP

Chef Seasons products reach more than 90 million consumers in more than 30,000 sales points in 40 countries today. We are proud to be working with Turkey's and the world's largest retailers, restaurant chains and food service companies. We help our partners achieve competitive advantage within their respective categories.

INNOVATIVE

At Chef Seasons, innovation is our culture, our claim to fame. From our products to packaging, from traceability to processes, from food safety to operational systems, we continuously seek smarter ways to go about things. And with our claimed chefs and expert team in the house, we constantly observe, research and tap into the hottest trends to develop the tastiest options with a quick turnaround.

RELIABLE

At Chef Seasons, we believe in long lasting partnerships. That's why our word is our promise to our customers and partners. From our delivery times to our product quality, from our trend reporting to our ongoing strategic and flavor consultancy, our partners can be assured that they have the right partner by their side.

AGILE

We know really well that companies that keep up with the times are those that thrive the ever-changing dynamics of their industries. One of our key strengths is our agility. One qualification that's most appreciated by our partners. We have the ability to respond to our partners' needs much quicker than anyone in our industry.

FOR
CATALOGS



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