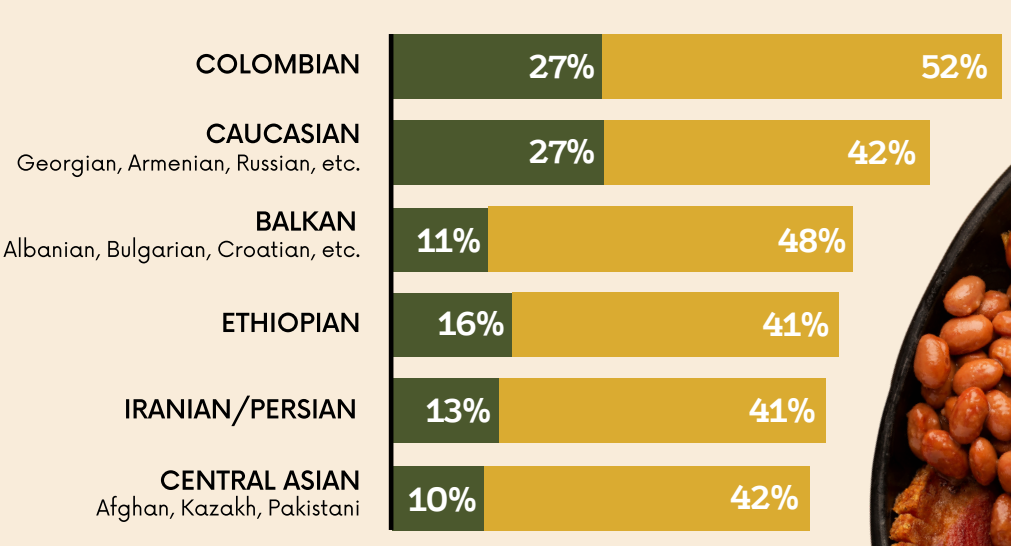
REGIONAL GLOBAL CUISINES

Consumers are Getting Adventurous

24% of consumers are eating more unique types of ethnic foods & beverages now than they did two years ago

Consumer Interest in Regional Global Cuisines



Regional Ingredients to Watch

MORINGA
Pakistani/Afghan medicinal plant

BARBERRIES
Iranian/Persian bitter, sweet & tart plant used for its berries & leaves

CURRY LEAF
Common in Indian cuisine, this aromatic herb is also prominent in Malaysian and Cambodian cooking

PURPLE CORN
South American maize varietal with functional benefits

Opportunities for Operators and Manufacturers

Many of the spice blends, spreads and sauces trending from these regions are actually made with ingredients that consumers are familiar with. Operators & manufacturers who list the ingredients in (or train their staff to describe) these lesser-known blends and sauces on the menu or their packaging are set up for greater success.

Global Regional Application Ideas:

- Balkan Ajvar Guacamole
- Lovage Chicken Salad Sandwich
- Berbere Chicken Wings

SOURCE: TECHNOMIC 2020

SupHerb FARMS®