

Blending the Familiar with the Exotic in One Flavor System

There's a flavor arms race in the food industry triggered by a rabid, young consumer base that wants more. More heat, more cheese, more intensity and more global flavors. They want more pushing boundaries and more likes on their social media posts documenting their "insane" eating experiences.

Takis was one of the first brands this new consumer segment embraced, vaulting the Mexican brand into the mainstream with flavors such as Buckin' Ranch, Fuego, Chili Limón, Nacho Xplosion, Intense Nacho and Dragon Sweet Chili. More mainstream brands have followed suit, dedicating R&D efforts to mixing and mashing and fusing traditional flavors with bold, global flavors in unsuspecting combinations.

The winners and losers of the flavor arms race are constantly evolving as once popular fan favorites take a back seat to the latest and greatest, which then falls out of favor once the newest flavor combination hits store shelves.

It's hard to keep up, unless you partner with Bluegrass Ingredients. Our **Agile Kitchen™ team** specializes in moving flavor forward by deftly balancing global and traditional flavors. In these fusion flavor platforms, our team seeks to combine the familiar with the exotic in a manner that encourages all consumers to purchase. It's an important strategy to use as more global flavors go mainstream. There is still a large segment of consumers that are hesitant to try something new, especially if it sounds exotic. However, if you combine it with something familiar, they'll bite.



FLAVOR PROFILE



APPLICATIONS



INGREDIENTS



Our culinary team's focus on fusion has yielded some exceptional new flavor systems we've tried on everything from wing sauces to tortilla chips to popcorn. Our key to pushing flavor exploration in a manner that's accessible to most consumers is to create flavors based on a combination of:

- **Dairy Seasonings:** Cheese, ranch, sour cream and creamy dill seasonings
- **Citrus Powders:** Lemon, lime, orange and pineapple
- **Global Cuisine / Spice Blend:** From Hispanic to Korean to African, our culinary team is experienced using global cuisines

Here are some ideas of flavor systems we've been ideating using this method.

SPICY RANCH TAJÍN



Buttermilk tang with chili-lime kick



Tajín, ranch seasoning, lime powder



Snack seasoning blends, dips, tortilla chips

KOREAN BUFFALO CREAM



Sweet heat, umami, with creamy cooling citrus



Gochujang powder + orange powder + blue cheese or buttermilk seasoning



Wing sauces, creamy dressings, popcorn

TROPICAL MATCHA LASSI



Creamy, tangy and exotic



Matcha + pineapple powder + yogurt powder



Smoothie bases, dairy-forward snacks, ice cream

Have an idea for a flavor blend but need the right partner to develop it? **Contact Bluegrass Ingredients today!**