Total solutions & services
for the ASIAN FOOD SUPPLY CHAIN
Flavour Trend for Bakery Products
2019/2020
Bakery Trends for 2019/2020

• Medley of Spices
  - Spice blends allow consumers to experience global flavours such as coriander, paprika, allspice, cardamom, ginger, turmeric, cinnamon and red pepper.

• Smoky & Savoury Flavour
  - Popular smoky flavours to watch out for in 2019 are hickory smoke, BBQ smoke, applewood smoke, mesquite smoke, cherry wood smoke
  - Not only that the demand for savoury flavour in the baking industry is just increasing, it is also leading bakers and pastry chefs to innovate with new takes on the trend

Sources: Erdelac, 2018; International Taste Solutions, 2018; Turner, 2018
Bakery Trends for 2019/2020

• **Japanese Styles**
  - Japanese cuisine has always been associated with healthy recipes and ingredients, that’s why Japanese flavours are trending in natural markets.
  - Popular Japanese flavours: *citric yuzu, spicy wasabi, earthy matcha tea*, and *fishy seaweed*

• **Herbs & Flowers**
  - Herbs and botanicals will continue to be popular ingredient choices in development of foods & beverages in future
  - *Lemongrass, rosemary* will be featured in various bakery products
  - Flowers such as *rose, lavender, elderflower* and *hibiscus* will bring a real added value taste and nutrients to your dishes.

*Source: International Taste Solutions, 2018*
Bakery Trends for 2019/2020

• **Alcohol Infused**
  - Cocktail and alcoholic drinks’ flavours are emerging in crisps and biscuits
  - Adding *high end rum, vodka* and *whiskey* is a great way to increase sales on and drive revenue.

• **Coffee & Tea**
  - Both can serve as energy boost at the same time expressing interesting and pleasant, piquant aromas.

*Source: International Taste Solutions, 2018; The Hartman Group, 2018*
1.0 Medley of Spices

Snack Factory’s Sriracha & Lime Pretzel Crisps

Thin, crunchy and baked pretzel crackers paired with zesty flavor of sriracha and the cool, refreshing taste of lime

Ingredients: Enriched Wheat Flour (Flour, Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Seasoning (Dehydrated Garlic, Sugar, Maltodextrin, Salt, Spices, Natural Flavour, Extract of Paprika, Vinegar, Corn Syrup Solids, Citric Acid, Lactic Acid, Organic Honey, Yeast Extract, Lime Juice Solids, and less than 2% Silicon Dioxide and Sunflower Oil [as processing aids]), Canola Oil, Cane Sugar, Salt, Malt Syrup (Tapioca Syrup, Malt Extract), Soda.

Grey Ghost Bakery Chocolate Cayenne Cookies

Chocolate and Cayenne together in one cookie make for a delicious treat with just a touch of heat

Ingredients: Unbleached Enriched Wheat Flour (Unbleached Hard Wheat Flour, Malted Barley Flour, Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Butter (Cream, Natural Flavour), Cane Syrup, Light Brown Sugar, Pure Cane Sugar, Cocoa (100% Cocoa Powder), Bittersweet Chocolate (Unsweetened Chocolate, Sugar, Cocoa Butter, Milk Fat, Soy Lecithin- an Emulsifier, Natural Vanilla Flavour (Organic Vanilla Bean Extractives, Organic Ethyl Alcohol, Water), Baking Soda (Sodium Bicarbonate), Salt, Spice

Dr. Quendt’s Bread Crisps With Paprika
1.0 Medley of Spices

Sweetzels’ Spiced Wafers Philadelphia Ginger Snaps

Spiced Wafers have a stronger bite because of the addition of allspice, cloves, and cinnamon.

Ingredients: Unbleached Flour, Sugar, Palm Oil, Unsulfured Molasses, Corn Syrup, Spices, Leavening (Baking Soda, Monocalcium Phosphate), Soy Lecithin (An Emulsifier), Salt

Eco Biscuit’s Chocolate Spicy Biscuit

Ingredients: wheat flour* - whole-wheat flour* - chocolate fantasy drops* 16% (dehydrated corn syrup*, cocoa paste*, cocoa butter*, soya lecithin*) - non hydrogenated vegetable oils and fats* (palm)* - agave syrup* - corn syrup* - wheat syrup* - apple syrup* - coconut* - spices* 1 % (cinnamon*, clove*, nutmeg*) - maize starch* - raising agents (sodium and ammonium bicarbonate) - sea salt
* = certified organic

Vinta’s Roasted Red Pepper Crackers

authentic taste of savoury, roasted red peppers fresh off the summer grill

Ingredients:
Wheat flour, soya oil, sugar, whole seeds and grains (mustard seeds, poppy seeds, malted wheat flakes, malted barley flour, rye flakes, wheat flakes, sunflower seeds, millet, sesame seeds), dehydrated red pepper, modified palm oil, canola oil, vinegar, salt, wheat gluten, hydrogenated sunflower oil, modified milk ingredients, ammonium bicarbonate, baking soda, monocalcium phosphate, tocopherols, spices, protease, pentosanes, natural flavour, soya lecithin, TBHQ, citric acid.
1.0 Medley of Spices

Dewey's Bakery Moravian Style Triple Ginger Cookies Thins

Ingredients: Gluten Free Flour (Brown Rice Flour, Rice Starch, Potato Starch, Xanthan Gum, and Locust Bean Gum), Light Brown Sugar (Cane Sugar and Cane Syrup), Non-hydrogenated Palm Oil, Sugarcane Molasses, Eggs, Candied Ginger Pulp (Ginger and Cane Sugar), Crystallized Ginger (Ginger and Cane Sugar), Water, Ground Ginger, Baking Soda, Salt, and Ground Cinnamon.

Superfood-filled, sprouted whole-wheat tortillas that are hand-stretched & make soft, tasty wraps

Ingredients: Water, organic sprouted whole wheat flour, organic wheat flour, organic safflower oil, yeast, organic vital wheat gluten, sea salt, organic turmeric, cultured wheat flour (wheat flour, bacterial culture), organic cane sugar, organic vinegar, organic guar gum.

Island Bakery’s Chocolate Gingers

Ingredients: Flour, Dark Chocolate 26% (Cocoa Mass, Sugar, Cocoa Butter, Vanilla Powder), Butter, Milk, Sugar, Crystallised Stem Ginger 8% (Ginger, Sugar), Invert Sugar Syrup, Powdered Root Ginger 1.5%, Sea Salt*, Raising Agent: Ammonium Carbonate*. * Non-Organic

Kent & Fraser’s Chilli & Coriander Criscuits

Ingredients: Rice flour, butter (milk), mature cheddar cheese (milk) 19% potato flour, maize flour, tapioca flour, olive oil, lime juice (water, lime juice concentrate), garlic chilli flakes, tomato concentrate (tomatoes, acidity regulator: citric acid), lemon juice, ground chilli, sea salt, raising agents: (sodium dihydrogen diphosphate, sodium bicarbonate) stabiliser: xanthan gum, ground coriander.
2.0 Smoky & Savoury Flavour

Jacob's Oddities Baked - Smoky Bacon
Ingredients: Flour (Wheat Flour, Calcium, Iron, Niacin, Thiamin), Vegetable Oil (Sunflower), Smoky Bacon Flavour [Wheat Flour, Sugar, Salt, Yeast Extract, Dried Yeast, Natural Flavourings, Vegetable Oil (Sunflower), Spice, Colour (Paprika Extract)], Glucose Syrup, Barley and Barley Malt Extract, Dried Whey (Milk), Raising Agents (Ammonium Bicarbonate, Sodium Bicarbonate), Wheat Protein, Wheat Starch.

REIDS's Shortbread Collection - Smoky Sea Salt & Strong Cheddar
Ingredients: Wheat Flour (with Calcium, Iron, Niacin, Thiamine), Butter (33%) (Cream, Salt), Sugar, Cheddar Cheese (7%) (Milk, Lactose), Smoked Sea Salt (1%)

Pretzel Pete’s Buffalo Wing & Blue Cheese Seasoned Pretzel Pieces
The creamy, dreamy notes of the blue cheese are the perfect counter to the buffalo wing flavor providing a most satisfying snack
Ingredients: Pretzels (Unbleached Wheat Flour), Salt, Yeast and Sodium Bicarbonate), Expeller Pressed Non-GMO Canola Oil, Buffalo Wing Seasoning Mix (Vinegar Powder {maltodextrin, white distilled vinegar}, sea salt, maltodextrin, hot sauce [{Aged Cayenne Red Peppers, Vinegar, Salt, Garlic}, Maltodextrin and Silicon Dioxide], Cane Sugar, Garlic Powder, Yeast Extract, Citric Acid, Extractives of Paprika, Lactic Acid Powder, Spice Extractive), Blue Cheese Seasoning Mix (Maltodextrin, Sugar, Blue Cheese [{Milk, Salt, Cultures & Enzymes}, Disodium Phosphate], Salt, Garlic Powder, Yeast Extract, Citric Acid, Natural Bleu Cheese Type Flavour, Lactic Acid).
2.0 Smoky & Savoury Flavour

Crunchmaster’s Applewood Smoked BBQ Multi-Grain Crackers

*These crunchy, baked crackers are made with whole grains, seeds, and a sweet smoky barbeque seasoning*

Ingredients: Brown Rice Flour, Whole Grain Yellow Cornmeal, Potato Starch, Seasoning (cane sugar, sea salt, tomato powder, brown sugar, onion powder, vinegar powder [maltodextrin, white distilled vinegar, paprika, molasses powder [molasses, silicon dioxide], applewood smoke flavor, garlic powder, yueast extract, paprika extract, spice, citric acid, canola oil], Safflower Oil, Oat Fiber, Cane Sugar, Sesame Seeds, Flax Seeds, Millet, Quinoa Seeds.

Boudin’s Three Cheese Sourdough Crisps

3 Cheese flavour: Asiago, Romano & Parmesan Cheese

Ingredients: Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Malted Barley Flour, Water, Asiago Cheese (Milk, Cheese Cultures, Salt, Enzymes), Romana Cheese (Skim Milk, Cheese Culture, Salt, Enzymes), Parmesan Cheese (Skim Milk, Cheese Culture, Salt, Enzymes), Salt, Wheat Gluten, Olive Oil, Palm Oil, Oat Fiber, Yeast, Ascorbic Acid, Canola Oil, Sea Salt
2.0 Smoky & Savoury Flavour

Pretzel Pete’s Smoky Barbecue Mini Twists

Slow-baked without artificial flavors, colors or preservatives

Ingredients:
Pretzels (Wheat Flour, Non-GMO Canola Oil, Non-GMO Malt Syrup, Salt, Yeast), Expeller Pressed Non-GMO Canola Oil, Smoky BBQ Seasoning Mix (Sugar, Torula Yeast, Dextrose, Salt, Spices, Brown Sugar Powder, Onion Powder, Natural Smoke Flavor, Garlic Powder, Extractives of Paprika, Spice Extractive)

Van Strien Patisserie’s All Butter Cheese Straws with Emmental Cheese

Ingredients: Wheat Flour, Butter (27%), Emmental Cheese (18%) (Milk, Salt, Lactic Starter, Rennet), Water, Fresh Egg, Sea Salt, Colouring (Carotene)
Golden Door Farms’ Irresistible Yuzu Lemon Cookies


D2 Plus’s Yuzu With Citrus Peel Bun

Oreo’s Wasabi Flavours

Daiko Noriten’s Wasabi Crackers with Seaweed

Ingredients: Wheat flour, palm oil, seaweed, sugar, corn starch, tapioca starch, frozen egg with salt, horseradish seasoning (dextrin, mustard extract, salt, glucose, yeast extract powder, horseradish powder, spinach powder, palm oil), monosodium glutamate, garlic, egg shell powder, spice extract (chili pepper).
3.0 Japanese Style

Bakali’s Wasabi Flavoured Mini Rice Cakes
Ingredients: Rice (85%), Corn, Vegetable Oil (Sunflower Seeds), Sea Salt, Sugar, Free Flow Agent (E551), Maltodextrin, Flavourings, Herbs and Spices (Celery), Flavour Enhancer (E635), Acidity Regulators (E330 & E262)

Soozy’s Matcha Green Tea Muffins

Sunshine’s Matcha Green Tea Soft Bun
Baked with uniquely sourced premium matcha and white chocolate.

Deka’s Matcha Green Tea Wafer Rolls
3.0 Japanese Style

I Sea Wraps’ Seaweed Wraps

Ingredients: Organic Seaweed (50%), Wheat flour, Glycerol, Rapeseed oil, Salt, Parsley Flakes, Baking Soda, Potassium and sodium di-phosphates, Sugars, Malic Acid, Citric Acid, Mono- and diglycerides, Potassium Sorbate, Calcium Propanoate, Guar Gum, Methylethylcellulose.

*Made with 50% of glorious sea veggies, this fresh tortilla is packed with goodness.*

Lunberg’s Organic Rice Cakes, Tamari with Seaweed

Ingredients: organic whole grain brown rice, organic tamari (water, organic whole soybeans, salt), organic brown rice syrup, seaweed flakes, sea salt.

Annie Chun’s Original Baked Seaweed Crisps
4.0 Herbs & Flowers

Ines Rosales’s Rosemary And Thyme Olive Oil Torta

Delicious, toasted, and crunchy, with rosemary and thyme

Ingredients: Wheat flour, extra virgin olive oil (26%), wholewheat flour, sugar, sea salt, thyme (0.6%), rosemary (0.3%).

Dutch from Waitrose’s Organic Oat Biscuits Rosemary & Thyme

Ingredients: Oats (69%), Salted Butter (Butter (Milk), Salt*), Fortified Wheat Flour (Wheat Flour, Calcium Carbonate*, Iron*, Niacin*, Thiamin*), Sugar, Dried Rosemary, Dried Thyme, Sea Salt*, Raising Agent Sodium Hydrogen Carbonate*, *Approved Non-Organic ingredient

Trader Joe's Rosemary & Cheese Biscuits

Ingredients: Unbleached Enriched Flour, Butter, Cheddar Cheese, Parmigiano Reggiano Cheese, Rosemary, Salt, Cayenne Pepper
4.0 Herbs & Flowers

**Triscuit’s Ginger & Lemongrass Crackers**

*good source of dietary fiber and contain 3.5 grams of fat per serving*


**Simple Mills’s Rosemary & Sea Salt Almond Flour Crackers**

*With such herbaceous flavors, you can enjoy these on their own or pair with cheese and dips*


**Selfridges Selection’s Basil Savoury Biscuits**

Ingredients: Wheat Flour, non-hydrogenated, vegetable fat, sugar, salt, raising agents: diphosphates, sodium bicarbonate, basil (1%).
4.0 Herbs & Flowers

Roselle’s Hi Biscuit

Each cookie is a perfect blend of creamy vanilla, crispy biscuits combined with the mildly sour taste of Hibiscus.

Dukan’s 3 Seeds and Hibiscus Oat Bran Biscuits

Ingredients: Oat bran 58% (gluten), sweetener: maltitol, acacia fibres, rapeseed oil 6%, milk proteins: casein, skimmed milk powder, whole egg powder, hibiscus 2%, wheat gluten, sunflower seeds 1.5%, sesame seeds 1.5%, poppy 1.5%, sweetener: erythritol, baking powder: sodium carbonates and ammonium carbonate, natural vanilla flavour, salt, sweetener: sucralose.

Partridges’s Almond & Rose’s Butter Biscuits

Ingredients: Wheat Flour (with Calcium, Iron, Niacin, Thiamin), Butter (Cream, Salt), Sugar, Corn Flour, Ground Almonds (3%), Rose Flavour, Almond Flavour.
4.0 Herbs & Flowers

Cartwright & Butler’s Lemon and Elderflower Shortbread Biscuits

Ingredients: flour (wheat flour, calcium, iron, niacin, thiamine), salted butter (milk), sugar, cornflour, lemon compound (<1%) (lemon juice concentrate, acid: citric acid, acidity regulator: trisodium citrate, gelling agent: citrus peel pectin), lemon oil (<1%), fresh lemon juice & zest (<1%), elderflower flavouring (<1%)

Shortbread House of Edinburgh’s Aromatic Lavender Shortbread Biscuits

Ingredients: Flour (Wheat Flour (Gluten), Calcium, Iron, Niacin, Thiamin), Butter (Milk, Salt) Sugar, Ground Rice, Rapeseed Oil, Lavender (0.3%)

Partridges’s Chealsea Flower Honey & Lavender All Butter Biscuits

Ingredients: Wheat flour, Scottish butter, sugar, corn flour, honey, lavender
5.0 Alcohol Infused

José Orsoni’s Biscuits with Grape and Rum

Ingredients: Wheat Flour, Sugar, Eggs, Butter, Grapes 10%, Rum, Flavour, Baking Powder, Diphosphate, Calcium Phosphate and Sodium Hydrogen Carbonate.

Here is a sweet biscuit quite reserved for adults.

José Orsoni’s French Biscuit With White Wine And Olive Oil


Chambord’s Biscuits Patissiers Raisin & Rum French Biscuits

Ingredients: Flour, Concentrated Butter (8%), Sugar, Fresh Eggs. Dry Raisin (16%), Rum (1.5%), Sodium Hydrogen Carbonate and Diphosphate, salt.

Nashville’s The Original Guitar Cookies

guitar-shaped shortbread cookies with chocolate whiskey chips
5.0 Alcohol Infused

Schulte’s Premium Rum Stollen

Ingredients: sultanas, wheat flour, vegetable oils (rapeseed, palm, sugar, dextrose, yeast, candied orange peel (glucose fructose syrup, orange peel, sugar), candied lemon peel (glucose fructose syrup, lemon peel, sugar, citron peel), sorbitol, Jamaica Rum, flavor, salt, mono- and diglycerides of fatty acids, guar gum, hazelnuts, egg, milk.

Kuchenmeister’s Rum Stollen in Gift Box

Boozy Biccies’s Vodka Bites

contain 37.5% ABV uncooked alcohol, coated with special mix to keep them from going soft

Ingredients: Flour (Wheat flour with added calcium carbonate, iron, niacin, thiamin), Northern Ireland Butter (Milk, Salt), Sugar, Icing Sugar, Dried Egg Albumen, Anticaking Agent: Tricalcium Phosphate, Acidity Regulator: Citric Acid, Vodka (4%) (Water, Grain Spirit, Glycerol).

Willa's Shortbread Tennessee Whiskey Cookies

Rich, buttery shortbread cookies, natural, no preservatives
6.0 Coffee and Tea

Partridges’s Earl Grey Butter Biscuits

Creamy Scottish butter blends with Earl Grey tea to make delicate, fragrant biscuits that are perfect for afternoon tea.

Whittard’s Tea Discoveries Earl Grey All Butter Shortbread

Earl Grey is an afternoon tea classic, and the citrusy flavours of bergamot work beautifully in a biscuit.

Ingredients: Fortified Wheat Flour (Calcium Carbonate, Iron, Niacin - Vitamin B3, Thiamine-Vitamin B1), Salted Butter 30% (Milk), Sugar, Earl Grey Tea (Black Tea, Flavouring).

Woolworths’s Rooibos, Cranberry & Raspberry Biscuits
6.0 Coffee and Tea

Isabelle’s Oolong Tea Cookies

Glico’s Collon Biscuit Roll Matcha Green Tea Flavour

Ingredients: Wheat Flour 23% Egg 7% Sugar 27% Glucosesyrup 2% Matcha green tea powder 1% Milk powder 6% Margarine 21%

McVitie’s Coffee Caramel Digestive Biscuits

Ingredients: Flour (32%) (Wheat Flour, Calcium, Iron, Niacin, Thiamin), Caramel (23%) [Glucose Syrup, Sweetened Condensed Skimmed Milk, Vegetable Oil (Palm), Humectant (Glycerine), Salt, Emulsifier (E471)], Milk Chocolate (18%) [Sugar, Cocoa Butter, Cocoa Mass, Dried Skimmed Milk, Dried Whey (Milk), Butter Oil (Milk), Vegetable Fats (Sal and/or Shea, Palm), Emulsifiers (Soya Lecithin, E476), Natural Flavouring], Vegetable Oil (Palm), Sugar, Wholemeal Wheat Flour (7%), Glucose-Fructose Syrup, Raising Agents (Sodium Bicarbonate, Malic Acid, Ammonium Bicarbonate), Salt, Natural Flavouring.
6.0 Coffee and Tea

The Cookies Department’s Awaken Baked Double Chocolate Coffee Cookies

_The Cookie Department's flagship cookie Awaken Baked brings you up to speed with the caffeine equivalent of one cup of coffee_

Ingredients: Wheat Flour, Enriched (Wheat Flour, Malted, Niacin, Reduced Iron, Riboflavin, Folic Acid), Brown Sugar, Sustainable Palm Oil, Butter (Milk), Semisweet Chips (Sugar, Chocolate Liquor, Cocoa Butter, Soya Lecithin), Water, Date Paste, Invert Sugar, Cane Sugar, Cocoa Powder, MoisturLok (Made from Fruit Juice and Grain), Fair Trade Coffee, Eggs, Vanilla, Baking Powder, Sea Salt, Baking Soda, Guar Gum.

Alvarado St.’s Sprouted Wheat & Coffee Flour Bread

_This unique variety is made with Organic Sprouted Whole Wheat blended with Coffee Flour and Organic Roasted Coffee._

References


