

FOR IMMEDIATE RELEASE

Adams® Flavors, Foods & Ingredients Releases 2015 Flavor & Food Forecast

Gonzales, TX (December 31, 2014) Adams® Flavors, Foods & Ingredients, makers of the world famous Adams Best® “Since 1888”, releases its 2015 Flavor & Food Forecast. Following are the flavor and food trends to watch for in the coming year.

Healthy Foods

Cleaner and easier to read labeling has become the norm, with natural and organic products no longer a niche. Low/no salt, gluten and MSG free, and all natural herbs and spices will fill pantries across America.

Look for:

- ⌚ Seasoned breaders: Quinoa, panko, pretzel, and tortilla breaders seasoned with an array of flavors will be the newest trend in dressing up chicken, fish, and pork dinners.
- ⌚ Salt free table seasonings: Toss out the salt and pepper shakers and replace them with a salt free table seasoning. Perfect to sprinkle on eggs, vegetables, potatoes, and meats...added flavor without the added salt.
- ⌚ All natural rubs, seasonings, and flavors: Pure vanilla without corn syrup and sugar and natural spices without artificial flavor boosters and fillers are becoming more common in households across America.

Happy Home

The kitchen, both inside and in the backyard, is again becoming the center of the Home. Consumers are showing an increased interest in home food preparation, grilling, cooking, and baking.

Anticipate new twists on traditional recipes and cooking techniques:

- ⌚ Authentic regional BBQ techniques: The art of making Central Texas Low-n-Slow, Memphis, Kansas City, and Carolina Style BBQ is no longer left just to the local Smokehouse.
- ⌚ Mini burgers: Sliders on pretzel buns with added cheeses, toppings, and bacon are replacing Dads “hockey puck” backyard burger.
- ⌚ Cookie craze: Step aside cupcakes, new twists and layers of flavors added to traditional cookie recipes like snickerdoodle, sugar, chocolate chip, and oatmeal will be filling the cookie jar.

Global Culinary

Consumers have a new interest and willingness to try exciting foods and flavors! Food is a driving force that has created content for TV, social media and the internet. International travel and returning soldiers have also increased our exposure to global foods.

Exotic flavors showing up in homes across America:

- ⌚ Japanese Umami: Often referred to as the “Fifth Taste”, this savory flavor, in addition to sweet, sour, bitter, and salty, is being discovered by a whole new generation of consumers. Look for “Umami Bomb” dishes made with several umami flavored ingredients and seasonings.
- ⌚ Hotter & Spicier: Sriracha flavors and sauces and chili pepper based seasonings such as Ethiopian berbere and Indian vindaloo will be the seasonings to try!
- ⌚ Middle Eastern spices and foods: Za’atar, typically used as a bread dipper, made from sesame seeds, sumac, cumin, fennel, anise, thyme, marjoram, Mediterranean oregano, and cinnamon, will soon show up in meat marinades and rubs. Shawarma style meat preparation will find its way onto menus and into households.

Adams® is constantly monitoring consumer research and data to gain insights on the newest flavor and food trends. Development of the the Adams® Flavor and Food Forecast involves a continuous process of

cultivating insights from industry syndicated sales data, Adams® product sales mix changes, industrial ingredients, food service and food retailing trends, internet search data, and collaboration with chefs, food scientists, and product development experts.

Adams® Flavors, Foods & Ingredients is an industry leader in food flavor solutions that provides a wide range of consumer products from pantry basic spices, seasonings, and extracts to culinary spices, blends, and herbs from around the world. Best known for its worlds famous *Adams Best*®, Adams® manufactures their own brands and many private label spices, blends, and extract items sold in retail locations around the nation. At 127 years old, Adams® Flavors, Foods & Ingredients is one of the oldest spice and extract companies in America.

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