

The background of the image is a close-up, top-down view of numerous sliced beets. The slices are arranged in a somewhat circular pattern, overlapping each other. The color is a deep, vibrant red, with some darker, almost black, shadows between the slices, creating a textured and organic appearance. The lighting is even, highlighting the natural grain and texture of the beet slices.

Reimagine the Future Post Pandemic: What's Next for Food & Beverage Flavor Innovation?

Balanced Presence

Cozy

Conscious Cuisine

Delicious Destinations

Balanced Presence

Takasago's Global Consumer Mindset Study showed that stress is a top health concern for consumers around the world. Its impact varies by cohorts and region. Consumers will continue to seek foods that give them a blend of relaxation and motivation.

US	Brazil	Mexico	Germany	Japan	China	Philippines	Thailand
Stress	Immunity	Stress	Stress	Stress	Dental health	Stress	Eye health
Dental health	Mental/Heart health	Digestive health	Eye health	Eye health	Eye health	Immunity	Stress
Eye health	Stress	Dental health	Dental health	Dental health	Sleep/ Stress	Sleep	Immunity

Source: Takasago Consumer Mindset Study 2021

Flavors Profiles Associated with Stress & Anxiety Relief



Mints



Indulgent



Florals



Warm Spice

Source: Takasago Infusion Discovery Board with Foodies and Chefs

Cozy

In periods of stress, consumers seek comfort in familiar, nostalgic and indulgent foods. New and healthier offerings will appeal to consumers looking to jumpstart health priorities post pandemic. This gives way to cozy.

Layering



Layers of
Flavors,
Textures,
Sensations

Physical Warmth



Hugged by Flavors

Pampered Comfort



Indulgent Flavors

Local Fare



Closer to Me,
Familiar Flavors

Source: Takasago TrendSeeds™ Database



Conscious Cuisine

Conscious cuisine is being mindful of whatever the body needs.

- Functional, e.g., immunity boost
- Gut-brain connections
- Healthy aging across cohorts
- Eating with purpose

Eating with Purpose



Sustainability



Transparency

Ingredients for Immunity Boost



Tea



Ginger



Citrus



Dark Greens



Salmon

Source: Takasago TrendSeeds™ Database





Delicious Destinations



“With the lack of travel – I have had to explore the world through food.”

Francesco
Takasago BeEPer™ Panel,
Italy, November 2020

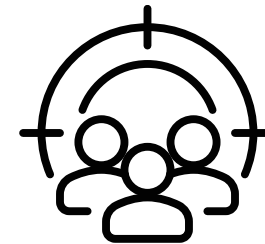
Unable to travel, consumers looked for favorite foods from around the world different from their regional fare. Some dabbled in recipes from other countries to create new taste experiences. They also explored their local communities and food services for new food experiences.

Source: Takasago BeEPer™ Research on Changing Consumer Behaviors



Internationally Inspired

Evoke a sense of exploration and discovery



Local Flavors

Connecting with local consumers through flavors

Food@Home

New Taste Experiences



we design to taste...



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