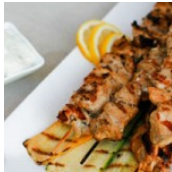


Flavors From Around the World

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by Donald E. Pszczola

Although the culinary traditions of New Orleans provide the stimulus for many of the food and beverage prototypes sampled at the IFT Food Expo, other products are influenced by a variety of global flavor trends and the cuisines that come from those areas. Let's look at some of these exciting developments in flavor, flavor combinations, and ethnic cuisines.



- Experience *Mediterranean Mezze* at **Innova, a Griffith Laboratories Company, Booth 6747**, and how it utilizes a new line of clean label meat flavors called *Ultra-Clean™*, part of the *Robust® Ultima* portfolio. The flavor line is designed to deliver the flavor characteristics inspired from classic culinary cooking techniques using only clean label ingredients. Prototypes available for sampling include *Greek Style Chicken Kabob* with three sauce choices: *Tzatziki*, *Chorizo Tomato*, and *Olive & Tomato Tapenade*.
- A cosmopolitan flavors collection, “Urban Chic,” captures the flavor experiences of Paris, Cairo, Moscow, Shanghai, New Delhi, Cape Town, New York, Mexico, Tokyo, and Sydney. Each distinctive flavor is inspired by the culture, the environment, the differences, and the way of living of people from these 10 cities. The *Nielaromes* collection, launched by **Jean Niel Inc., Booth 4307**, is totally contemporary, cosmopolitan, urban, and multicultural, and was developed for customers looking for a new flavor but still attached to tradition, researching originality while preserving their identity. The flavor collection can be tasted in diverse applications such as jellies, confections, and beverages.
- A refreshing prototype cucumber/lemon yogurt-based beverage, featured at **U.S. Dairy Export Council, Booth 6139**, takes its sweet and salty flavor cues from Middle Eastern beverages. The prototype demonstrates how yogurt can be used as a functional ingredient for added flavor and nutrition.

- Exotic fruit flavors from around the world continue to find their way into food and beverage prototypes. Try a *Rambutan* or *Yumberry Slushie* at **Bell Flavors, Booth 7829**.



- Churros are sometimes referred to as a Spanish doughnut. **Cargill, Booth 8153** adapts this ethnic dessert to create a *Churro Snack Bar*, made with the company's *Whole-Grain Corn Crisps*. The unique snack satisfies consumers' desire for increased fiber and whole grains while still being delicious.
- A high-fiber tortilla used in a kid-friendly quesadilla can be sampled at **Grain Processing Corp., Booth 7239**. The prototype features the company's *TruBran*[®] corn bran to easily increase fiber.
- Almond demonstrations are conducted by Research Chef Czukur at the **Almond Board of California, Booth 5229**. See and sample innovative yet practical almond recipe concepts within the chocolate, snacking, bakery, and cereal categories. Also, at the private hospitality event, ABC showcases the innovative pairings of almonds with ales from around the world.
- Hummus chips and curry salsa are featured by **Tate & Lyle, Booth 6229**. The prototype contains the company's soluble corn fiber, *Promitor 85*.
- A ruby variety of prickly pear is showcased by **S&P Marketing Inc., Booth 4807**. This variety has an attractive magenta color. Its mildly sweet, melon, and berry profile blends well with other foods and it is high in fiber and soluble fiber, as well as other nutrients. Beverages made with prickly pear are available for sampling, including *Prickly Pear Quencher* and *Prickly Pear Smoothie*.
- A line of barbecue sauces, *Cattlemen's Master's Reserve*, is featured by **French's Flavor Ingredients, Booth 7524**. These sauces provide authentic regional flavors from America's "BBQ Capitals," including styles of Memphis, Carolina, Kansas City, Texas, St. Louis, Louisiana (perfect for our site), Mississippi, and Kentucky.