

**WE BRITISH ARE VERY OPEN TO TRYING NEW FLAVOURS, BUT DIFFERENT TASTES TAKE TIME TO EVOLVE**

**A SURE FIRE WAY TO CREATE A RECIPE WITH HEARTLAND APPEAL IS TO BALANCE A DISTINCTIVE SPICE WITH A TOUCH OF CREAM OR A HINT OF SWEETNESS**

**T**HE one question that we are most frequently at Fast Foodfax<sup>®</sup> is *what is the next big taste trend?* NPD and marketing teams are ever eager to identify the next flavour likely to have mainstream appeal. The last 20 years has seen the dominance of Chinese tastes, typified by Sweet & Sour, and Indian foods, such as Balti Dishes and Tikka Masala, all now firmly established in the British repertoire. But, they are increasingly seen as everyday, not

something different to spice up a weekend treat. Tikka and Sweet & Sour remain individually the most important recipes in their categories, but Chinese and Indian have increasingly fragmented as consumers look for more interesting tastes, with many recipes enjoying only a short life. One new taste that has emerged is less of a recipe, more of taste idea that sprang from the crisp sector, Thai Sweet Chilli. Chilli as a spice is liked, but add a touch of sweetness and a hint of oriental mystique and 'bingo' a new flavour idea with mainstream appeal. Who could have predicted that?

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### **LOOK OUT FOR . . .**

- Thai Sweet Chilli phenomenon finally catches up with Pringles. ***(Fast Foodfax<sup>®</sup> New Product Review)***
- .. and works very well on M&S Chicken Thighs, with hint of lime. ***(Fast Foodfax<sup>®</sup> New Product Review)***
- With Chilli giving an extra kick to Seriously Strong Cheese Spread. ***(Fast Foodfax<sup>®</sup> New Product Review)***
- Young's Basa Fillets in Lemon & Herb Tempura Batter, simple but effective. ***(Fast Foodfax<sup>®</sup> New Product Review)***
- Piccolini an M&S mini vine ripened Tomato sweet enough to snack. ***(Fresh Foodfax<sup>®</sup> New Product Review)***
- Rockstar Punches above its weight for Barrs in the energy drink market. ***(Soft Drinkfax<sup>®</sup> New Product Review)***

***In this month's issue:  
..... April / May 2010***

Your Fast Foodfax<sup>®</sup> New Product Reports .....

This month's full list of new product evaluations.....

Appendices .....