

FLAVOR

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& THE MENU

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FLAVOR TRENDS, STRATEGIES & SOLUTIONS FOR MENU DEVELOPMENT

TOP TRENDS

Influencing
FLAVOR & MENU DEVELOPMENT

FLAVOR BRIDGES THE GAP

Desserts as snacks or meal replacements need to consider flavor pretty deeply. Indeed, consumers' purchase interest in dessert increased by 81 percent if the server offered them one with an interesting or new flavor profile, according to Culinary Visions' consumer research.

"Successful suggestive selling is about more than recommending the featured product of the day," says Sharon Olson of Culinary Visions. "It's about understanding that different consumers are likely to be motivated by different offerings—special flavors, minis, shareables, indulgence; everything from comfort to culinary adventure."