

# ON TARGET: SMOKED FLAVORS

**Red Arrow**  
Natural flavor, pure and simple.™

Smoking, burning and charring have become go-to methods for adding flavor and house-made appeal to food and beverages.

Items may include charred vegetable side dishes, desserts topped with burnt sugar, or drinks featuring smoked salt or smoky syrups.

**SMOKE-RELATED  
FLAVORS  
COMPLEMENT  
CONSUMERS' RECENT  
INTEREST IN ANCIENT  
AND TRADITIONAL  
FOODS.**

**FIRE, THE  
ORIGINAL FOOD  
PREPARATION  
METHOD, OFFERS  
A CONNECTION  
WITH OUR  
ANCESTORS.**

- Interest in the Paleo diet, which is inspired from the diets typical of ancient humans during the Paleolithic era, shows how smoke flavors could resonate with today's modern consumer.
- It is essential that smoke-flavored food products deliver an authentic flavor. "The Real Thing," is a growing demand for authentic ingredients as consumers have become more sophisticated in their tastes.

The Increase of Global Food Products Launched with Select Smoke-Related Flavors, Nov. 2010 - Oct. 2015	
Smoke-Related Flavor	% Change from Nov. 2010 - October 2015
Smoke	192
Roasted/Toasted	65
Grilled/Chargrilled	53
Smoke (Hickory)	50
Mesquite	43

*"Global Smoke-Related Product Launches, Mintel GNPD, 2015.*

**"Smoked" is the 5<sup>th</sup> most popular cooking method,**

according to the "What's Hot 2016" culinary forecast from over 1,200 culinary chefs by Nation's Restaurant News.

## Trending in Smoke

This lifestyle shift toward more outdoor dining is a contributing factor in the rise of the home smoker and ever-expanding menu of smoked foods.

Steven Raichlen, of the Barbecue Bible website, predicted more smoking flavors, not only in foods you'd expect, like ribs, brisket and pork shoulder (often used to make pulled pork), but in foods not usually smoked (like cocktails, soups, eggs and salads).

The Barbecue Bible recommends a number of gadgets and tips for aspiring backyard smokers.

The nation's leading food research and consulting firm, Technomic, ranked "Burned" within the top 10 2016 food trends, as smoke and fire have been showing up everywhere on the menu.