



Meat hot topic

The rise of smoky flavours

Smoke has been used as a flavouring agent in meat and other savoury dishes for as long as we can remember. But now it's branching out, and smoke flavours are being added to other food and beverage categories.

It adds a layer of flavour complexity not seen before in these categories, and it's proving popular. Burned flavours were listed as a 2016 top food trend by Technomic, and charred or burnt flavours can be found on 7% of all US menus today.

But why is it so appealing?

Smoke adds flavour to food without plumping up the calorie count, allowing consumers to experience deeper flavour without negative health impacts. This feeds into today's global move towards clean eating. Consumers are looking to cut calories and eat foods with clean labelling – but they still desire full flavour. Smoky flavours tick those boxes.

Smoke in unexpected places

Forget smoked salmon, bacon and cheese, this year's smoked products are much more adventurous. With 25% of consumers interested in trying a smoky dessert, it's no surprise smoky flavours are appearing in sweet foods, including chocolate, honey and ice cream.

Fruit and vegetables are also getting the smoky treatment: charred or roasted vegetable sides, charred fruits as dessert toppings, and even smoked avocado, sweet corn and coconut are popping up on menus.

When it comes to beverage, oak smoked water is new on the market, and cocktails are increasingly featuring smoked ice or syrups.

Smoky flavours are even appearing in savoury foods such as tortilla chips.

Kerry's smoke capabilities

Kerry is a market leader in created smoky taste experiences. We have world-class smoke expertise, cutting-edge technologies, and processing capabilities which are second to none.

Talk to Kerry about creating smoke for:

- Flavour
- Colour
- Texture
- Shelf life