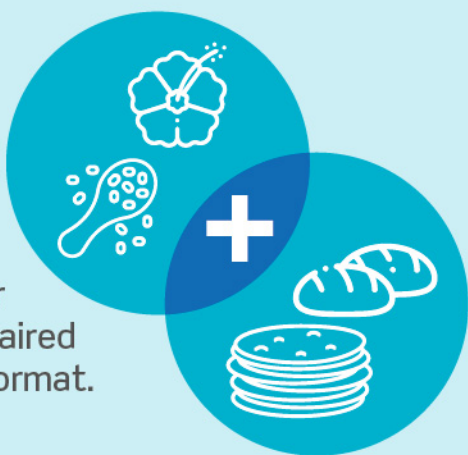




## How Internationally Inspired Flavors Are Impacting Consumer Demands

# 22%

of U.S. diners say they would be willing to try an unfamiliar flavor if it was paired with a familiar format.



Source: Mintel

# 61%

of U.S. restaurants feature menus with **authentic ethnic cuisine.**

Source: National Restaurant Association

## TRENDING FLAVORS IN SWEET GOODS



Fig



Ginger



Date



Matcha Green Tea

Source: Snack Food & Wholesale Bakery

# 32%

of consumers are willing to pay extra for **authentic ethnic fair.**

Source: Innova Market Insights