

ISSUE 1 | FALL 2025

# SAVORPOINT™

EVERY BITE COUNTS

## Delicious Territories

Empanadas

## Gen X - Forgotten Generation

Generation X value convenience and quality, moving from fast food to organic and artisanal choices. Gen X seeks a balance between health and indulgence, favoring fresh ingredients and diverse flavor experiences.

## Swalty

"combining the best of both salty and sweet flavors..."

Inspired by  
cultures, flavors,  
& textures

TODAY,  
WE WILL  
CREATE!



# Edible Content

Explore [TIC]2, where we introduce you to Territories, Trends, Insights, Ideation, Concepts, and Creation!

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Stay inspired

" Never stop creating. "

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# All About food for innovators, developers, & consumers.



## Exploring the Evolution of Culinary, Food Science, & Technology

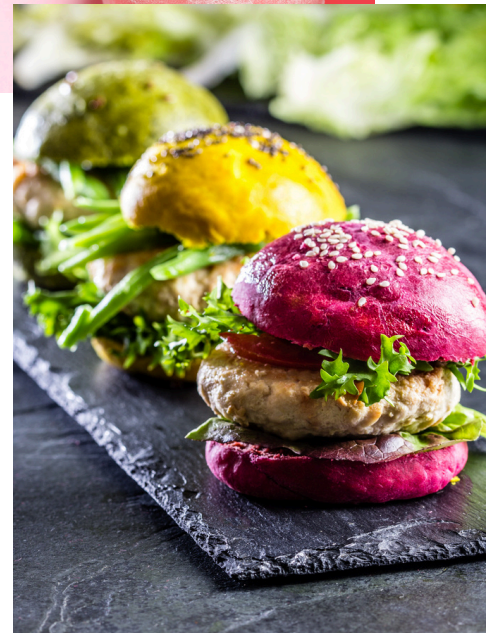
*Jason Behrends, Ph.D., CCS*  
*SavorPoint Founder, President*

We will delve into the convergence of culinary arts, food science, and technology, providing insights into the most recent innovations in food trends.

This resource caters to individuals leading the charge in the food industry, including innovators crafting groundbreaking food products, developers who turn these concepts into reality, and consumers keen to explore and enjoy new culinary advancements.

Whether you are a professional in the industry or simply passionate about the future of food, this resource offers valuable information and inspiration.

# TODAY, WE WILL CREATE!



In a world filled with distractions, today you decide to express yourself through the art of culinology, as it connects you and ignites your passion. The process of creation—whether it's inventing a new dish or refining a classic recipe—becomes a journey of self-discovery and innovation. It allows you to leave a distinct mark on the world and contribute something meaningful that may inspire others. You challenge your mind, embrace your creativity, and find comfort in this process. Today, you will create to honor food, celebrating the endless possibilities within the food and beverage industry.

# Inspired by cultures, flavors, & season



## *Inspired*

Consumers are increasingly inspired by cultures, flavors, and textures due to the growing globalization and accessibility of diverse experiences. According to a report by Nielsen, 73% of consumers enjoy trying new flavors and 57% are more likely to purchase products with unique textures. The rich tapestry of global cultures offers a plethora of

culinary traditions and sensory experiences that captivate the modern consumer. This fascination is fueled by social media platforms like Instagram, where visually striking and culturally rich content is widely shared. As people seek novel experiences, they are drawn to the authenticity and stories behind different cultural offerings.

## *Inspired by the Season...*

As the autumn season approaches, food trends inspired by the rich flavors and comforting ingredients of fall take center stage. According to data from the National Restaurant Association, the demand for seasonal flavors spikes during this time, with pumpkin, spices, and root vegetables leading the charge.

Pumpkin, often synonymous with fall, sees a significant uptick in popularity, with a 70% increase in sales for pumpkin-flavored products reported by Nielsen during the autumn months. This trend is further fueled by the enduring love for pumpkin spice lattes and desserts, which remain a staple in cafes and homes alike.

Spices such as cinnamon, nutmeg, and cloves also enjoy heightened popularity, as their warm, aromatic profiles perfectly complement the essence of fall. According to a report by Technomic, 54% of consumers express a preference for spiced dishes during the fall season, craving the cozy and nostalgic flavors they bring.

Root vegetables like sweet potatoes, carrots, and beets are not only in season but also beloved for their hearty and earthy flavors. Data from the USDA indicates a 30% increase in the consumption of root vegetables during the fall, as they are often featured in comforting soups, stews, and roasted dishes.

Roasts, synonymous with family gatherings and holiday feasts, also see a resurgence in popularity. Information from the International Food Information Council highlights a trend towards traditional cooking methods, with 40% of consumers expressing interest in preparing roasts and baked dishes as the temperatures drop.

These fall-inspired trends reflect a collective yearning for warmth and comfort, influencing both consumer choices and culinary innovations during this vibrant season.



# — Territories



## About the Territories

Introducing Delicious Territories. This is where we will hit a few of our favorite bites on the multiple food tours we have been on



## Territory 01

The trend of Georgian Cheese Boats, or khachapuri, has seen a surge in popularity globally, captivating food enthusiasts with their unique blend of cheese-filled, boat-shaped bread.



## Territory 02

Empanadas have become a popular culinary trend due to their versatility and variety of fillings.



## Territory 03

Dumplings have become a trendy culinary delight, with diverse variations popping up in restaurants worldwide.



# MuSpice

*custom blending solutions*



Trends

# SWALTY

## *Introducing Swalty*

In the ever-evolving world of culinary trends, "Swalty" has emerged as a delightful new sensation, combining the best of both salty and sweet flavors. This innovative fusion caters to adventurous palates, offering a unique taste experience that is quickly gaining popularity.

Swalty delights are popping up in various forms, from gourmet popcorn infused with caramel and sea salt to artisanal chocolates sprinkled with savory spices. The trend has been fueled by an increasing consumer desire for complex and intriguing flavor profiles. According to a recent report by Mintel, 62% of consumers are interested in trying new flavors, with salty-sweet combinations ranking high on their list of preferences.

The allure of Swalty lies in its ability to surprise and satisfy diverse taste buds. The juxtaposition of flavors creates a dynamic taste experience, making it a favorite among food enthusiasts. This trend also taps into the growing interest in snack foods, which has seen a 3.5% annual growth rate in the snack market, as reported by Grand View Research.

Major brands and small artisans alike are jumping on the Swalty bandwagon, introducing products that highlight this intriguing combination. Restaurants are

also incorporating Swalty elements into their menus, with dishes like salted caramel cheesecake and honey-roasted peanuts with a hint of chili salt.

As Swalty continues to captivate consumers, it exemplifies the broader trend of flavor innovation, promising exciting culinary adventures for those eager to explore the boundaries of taste.



## Trends

# Vinegar

*The Revival of  
Vinegar in Flavor  
Innovation*

**Provided by NuSpice**



Vinegar is experiencing a significant revival in the culinary world, and recent studies reveal the reasons behind its growing popularity. Research shows that its sharp acidity not only adds a delightful tang but also enhances other flavors, balances sweetness, and can even elevate the perception of freshness in various foods and beverages. The science of fermentation is unveiling

innovative methods to create complex vinegar profiles, ranging from fruit-infused varieties to barrel-aged blends, thus broadening the horizon for flavor development.

### The Appeal to Younger Generations

Consumer insights indicate that younger generations, especially Gen Z and Millennials, are on the lookout for bold,

# Vinegar

vibrant, and adventurous flavors. Vinegar's zesty and versatile nature aligns perfectly with this trend, making appearances in a wide array of products, from snacks and condiments to beverages and even desserts.

Vinegar is becoming a staple in several products due to its unique flavor-enhancing properties. In the beverage industry, shrubs—a type of drink made from vinegar and fruit—are gaining popularity for their refreshing and tangy taste. Similarly, vinegar-based marinades are transforming meats and vegetables, infusing them with deep, complex flavors. In the snack aisle, salt and vinegar chips remain a classic favorite, while new innovations like vinegar-infused popcorn are emerging.

Even in desserts, vinegar is used to balance sweetness, as seen in recipes like vinegar pie and certain types of cakes, where a splash of vinegar enhances the overall flavor profile.

The science behind vinegar is prompting the food industry to rethink traditional uses, transforming this simple ingredient into a powerful tool for flavor creativity. As researchers delve deeper into fermentation and acidity, vinegar is solidifying its role as a cornerstone of modern culinary innovation, demonstrating that a touch of tang can make a significant impact.

*“vinegar-based marinades are transforming meats and vegetables, infusing them with deep, complex flavors...”*



— Trends

# *From* **THE BUTCHERS'** EST. 1952

Provided by Randall Foods

## **STICKY – The Trend That Grabs On and Doesn't Let Go**

At The Butchers', we know a thing or two about flavor. We've watched spice dominate hot sauce aisles. We've seen SWALTY (that sweet and salty combo) take over menus. And we've smoked just about everything worth smoking.

But now? Sticky is having its moment. And we're all in.

Sticky is where flavor levels up. It's the rib glaze that glistens like lacquer. The teriyaki chicken that clings to your fingers (and your soul). The soy-chili caramel on pork belly that makes you wonder why you've ever eaten anything else.

**It's not just a texture. It's a statement.**





# Sticky

## Why Sticky Works

Sticky isn't shy. It doesn't hold back. It's bold, messy, and unapologetically craveable. Sweet, spicy, tangy, umami. It brings every flavor to the table and ties them all together. This isn't just a drizzle. It's a full-on flavor experience. And if you need a napkin? Even better.

## Where Sticky Shows Up

Sticky belongs everywhere:

- **Game Day:** Gochujang wings that turn your friends into finger-lickin' fools.
- **Taco Tuesday:** Citrus-honey carnitas that hit just right. Two hands required.
- **Weekend Grill Sesh:** Bourbon-BBQ tri-tip that tastes like smoke, fire, and glory.
- **Weeknight Hustle:** Sticky orange chicken that is a fast, no fuss, game-changer.
- **Fancy Nights In:** Soy-chili caramel pork belly that needs no introduction.

And we are just warming up.

## Sticky Is Going Global

This isn't just backyard barbecue territory. Sticky is going worldwide with flavor combinations that cross borders and blow minds:

- **Sticky Heat:** Hot honey, chili jam, and spicy maple. Bring the fire.
- **Sticky Sweet:** Brown sugar BBQ, caramelized miso, molasses glazes. Hello, crave.
- **Sticky Tang:** Tamarind, pomegranate molasses, and balsamic reductions for that perfect hit of zing. Pucker up.
- **Sticky Global:** Gochujang, yakitori, and Thai chili glazes proving stickiness is a universal love language.

## The Butchers' Take

Sticky isn't just a trend. It's a way of life. A little sweet. A little heat. And a whole lotta unforgettable. It brings bold flavor, unforgettable texture, and that extra little something people can't stop talking about. When done right, sticky turns a cut of meat into a main character.

So go ahead. Glaze it. Let it drip. Own the mess. Because when the flavor sticks, it leaves a mark.

**Be bold. Get messy.  
The Butchers' Way.**

*“Sticky isn't just a trend. It's a way of life. A little sweet. A little heat. And a whole lotta unforgettable.”*

## Insights

# GEN X FORGOTTEN GENERATION

Generation X, born between 1965 and 1980, has often been overshadowed in discussions about food trends, with the spotlight frequently on Millennials and Gen Z. However, Gen X possesses significant purchasing power that shouldn't be underestimated. This generation values practicality, convenience, and authenticity, which has shaped their food choices and influenced broader market trends.

One notable trend among Gen X is the shift towards organic and natural foods. Having grown up during a time when processed foods were prevalent, many Gen Xers have become more health-conscious and prefer foods that align with a cleaner lifestyle. According to the Organic Trade Association, organic food sales in the U.S. have grown steadily, driven in part by Gen X consumers who prioritize the health benefits associated with organic products.

Convenience also plays a critical role in the food choices of Gen X. As many in this generation find themselves balancing careers, family, and personal interests, they gravitate towards meal solutions that save time without sacrificing quality. This has led to an increase in demand for ready-to-eat meals and meal kits that offer both convenience and a sense of



**When you've decided on your cover story, come up with a list of topics for your feature articles.**

culinary exploration. Companies like Blue Apron and HelloFresh have tapped into this need, providing curated meal experiences that appeal to Gen X's desire for both ease and sophistication.

Moreover, Gen Xers appreciate authenticity and flavor diversity, which has fueled the popularity of ethnic and international cuisines. This generation's openness to trying global flavors has encouraged restaurants and grocery stores to expand their offerings, introducing a wider variety of foods from around the world. This trend is reflected

# GEN X: FORGETTEN GENERATION

in the growing number of fusion restaurants and the availability of international ingredients in mainstream grocery stores. A 2023 report from the International Food Information Council found that 60% of Gen X consumers enjoy experimenting with new cuisines, underscoring their adventurous palate.

Sustainability is another crucial factor influencing Gen X food trends. As environmental concerns grow, this generation is increasingly mindful of the impact of their food choices on the planet. This has led to a rise in demand for sustainably sourced and environmentally friendly products. Brands that emphasize fair trade, minimal packaging, and sustainable farming practices are particularly appealing to Gen X consumers. According to Nielsen, 48% of Gen Xers are willing to pay more for products that are environmentally friendly, highlighting their commitment to sustainability.

In the beverage sector, Gen X has been instrumental in the craft beer and artisanal spirits movement. This

generation appreciates the craftsmanship and uniqueness of small-batch production, which aligns with their preference for authenticity and quality. The Brewers Association reports that craft beer sales continue to rise, with Gen X being a significant consumer base driving this growth.

In conclusion, while Gen X may not always be the focal point of food trend discussions, their influence is undeniable. Their preferences for organic and natural foods, convenience, diverse flavors, sustainability, and artisanal beverages have shaped the market in meaningful ways. As businesses continue to recognize the buying power and preferences of Gen X, we can expect to see more tailored offerings that cater to this influential generation's unique tastes and needs. By understanding and tapping into these trends, companies can effectively engage with Gen X consumers, ensuring their place in an ever-evolving food landscape.

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*“Global flavors have also captivated Gen X palates, and this adventurous spirit is expected to expand...”*

A woman in a black top and khaki pants stands at the front of a meeting room, gesturing with her hands while presenting to a group of four people seated around a table. The room has large windows on the left and a whiteboard with diagrams and sticky notes on the right. The text 'Ideate' is overlaid on the left side of the image.

# Ideate

## All the Food Ideas You Need to Know

### Culinary Innovations on the Horizon for 2025

In 2025, the culinary landscape embraces exciting trends focused on distinctive seasonings, spices, and ingredients. These emerging trends are not only redefining flavor profiles but also influencing the future of food and beverage products. A standout trend is the growing popularity of umami-rich ingredients, such as koji—a cultured grain known for enhancing savory flavors. Koji is becoming a favorite for its ability to elevate simple dishes into gourmet experiences, appealing to both home cooks and professional chefs alike.

#### Global Spice Influence

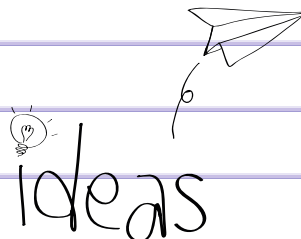
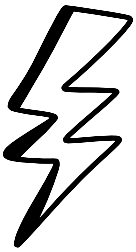
Moreover, the impact of North African and Middle Eastern spices is on the rise. Ingredients like **harissa**, **za'atar**, and **ras el hanout** are being integrated into a wide range of products, from snacks to beverages, delivering a spicy and aromatic twist that delights the palate. A 2024 survey conducted by the International Food Information Council revealed that **68% of consumers** are eager to explore global flavors, boosting demand for these exotic spices.

### Flavor Trends on the Rise

In addition to these influences, there is a growing interest in incorporating bold and unexpected flavor combinations. From sweet and spicy pairings to incorporating floral notes in savory dishes, chefs and food innovators are experimenting with new ways to surprise and delight the senses. This trend is gaining traction as consumers become more adventurous in their culinary explorations, seeking out unique taste experiences that challenge traditional norms.

These trends signify a movement towards adventurous eating, presenting numerous opportunities for food innovators. As consumers increasingly seek new experiences, the fusion of global spices, innovative flavor combinations, and umami-rich components will shape the culinary landscape, creating a vibrant tapestry of flavors that is sure to excite and engage food lovers worldwide.

# Ideate



# Texture

In recent years, food texture trends have gained significant attention, shaping how we experience and enjoy our meals and beverages. The texture of food enhances sensory pleasure and can transform a simple dish into an extraordinary experience. Among the trending textures, crispy, gooey, juicy, silky, foamy, flaky,



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**“Gooey textures, prevalent in melted cheese or chocolate lava cakes, provide an indulgent mouthfeel... “**

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crunchy, and marshmallow-y have captured the culinary world.

Crispy textures continue to dominate, offering that satisfying snap or crackle, often found in fried foods or baked goods like croissants. Gooey textures, prevalent in melted cheese or chocolate lava cakes, provide an indulgent mouthfeel that is both comforting and luxurious. Juicy textures, particularly in fruits and meats, enhance freshness and flavor, ensuring a burst of taste with every bite.

Crunchy textures, found in granolas or toasted nuts, provide a hearty and satisfying contrast to softer foods. Lastly, marshmallow-y textures, with their pillowy softness, are making appearances in both sweet treats and innovative beverages, adding a nostalgic and playful element.

These texture trends not only enhance the sensory experience but also drive creativity in culinary arts, pushing chefs and home cooks alike to explore new combinations and redefine traditional dishes.





## Fall - Brie

Warm brie has become a popular trend during the fall season, as noted by recent data from Mintel and Datassential. According to Mintel's 2023 report on cheese consumption trends, there's been a significant increase in interest for warm, soft cheeses like brie, especially as the weather cools. Consumers are drawn to the comforting, rich flavors that warm brie offers, making it a favored choice for gatherings and solo indulgence alike.

Datassential's Fall 2023 Food Trends report highlights that warm brie is not only popular in traditional settings but is also being creatively incorporated into

various dishes. From baked brie with autumn fruits to brie-stuffed pastries, these innovative uses reflect a broader culinary trend towards comfort foods that evoke warmth and nostalgia.

Moreover, the versatility of warm brie makes it a staple in both casual and upscale dining settings. Mintel's data also suggests that the trend is driven by an increased consumer interest in cheese boards and artisanal cheeses, which often feature brie prominently. As a result, restaurants and home cooks alike are exploring new ways to serve warm brie, solidifying its status as a fall favorite.

# Lemon, Honey Cheesecake Bars

## Ingredients

### Curd

- 1 Tbsp lemon zest
- ½ cup lemon juice
- ⅓ cup sugar
- ⅓ cup honey
- 3 large eggs
- ¼ cup butter diced

### Lemon/Honey Graham Cracker Crust

- 1 ¼ cup Graham Cracker Crumbs
- Zest of one lemon
- 1 Tbsp Sugar
- 1 Tbsp honey
- 4 Tbsp melted butter

### Cheese cake filling

- 16 ounces of cream cheese
- ½ cup granulated sugar
- 1 Tbsp Honey
- 2 large eggs
- ½ cup Sour Cream
- 1 tsp vanilla extract

## Instructions

### Preheat oven to 350F

### Curd

- Combine lemon zest, lemon juice, sugar, honey and eggs in a sauce pan
- Whisk the mixture together until will combined.
- heat curd over medium/low heat. when mixture starts to simmer, start adding butter, whisking constantly

### Instructions continued...

- Continue simmering the curd for 10 minutes, whisking/stirring frequently. Curd should thicken
- Remove from heat and transfer to bowl to cool. place plastic wrap directly over the curd, making sure it is touching the curd. Allow to completely cool.

### Lemon/Honey Graham Cracker Crust

- Using a food processor or blender, combine graham cracker, sugar, honey and lemon zest with melted butter.
- Press mixture into a baking dish and bake at 350F for 8 minutes, remove and cool

### Decrease Oven Temperature to 325F Cheese cake filling

- Beat cream cheese, sugar and honey until fluffy.
- Add eggs one at a time followed by sour cream. Whisk until smooth.

### Build and Bake

- Pour ⅔ of the curd over the par baked crust, evenly. Add cheesecake filling to the top of curd and even. Take the ⅓ reserved curd and dollop on top of cheesecake - swirl.
- Bake cheesecake for 40-45 minutes until edges have set and center is slightly jiggly. Turn oven off and cracking oven door open to gradually allow cheesecake to cool
- Chill in Refrigerator for a minimum of 4 hrs. and slice into squares

# Philly Shareable

Makes 2

## *Ingredients*

- 1 Tbsp Olive oil
- 8 ounces shaved steak
- 1 package alouette caramelized onion spread
- 1/2 medium onion
- 1/2 large red bell pepper
- 1/2 large green bell pepper
- 1 cup sliced portabella mushrooms (optional)
- 1 cup grated provolone cheese
- 1 package of puff pastry (two sheets)
- salt to taste
- pepper to taste



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## *Instructions*

- set oven to 400F
- Dice onions and peppers.
- In a 12 inch or larger skillet over medium heat add a tablespoon of olive oil. Add diced onions, peppers and sliced mushrooms (optional) and sauté for two minutes.
- Add shaved steak to skillet and cook through.
- Season with salt and pepper to taste
- Set aside
- Carefully unroll puff pastry, follow instructions on box for thawing and timing.
- Evenly spread the caramelized onion mixture across the puff pastry, ensuring to leave a 1½-inch border around the edges.
- Distribute the meat, onion, and pepper mixture uniformly over the caramelized onion layer.
- you can add dollops of caramelized onion to top if desired.
- Sprinkle shredded Provolone cheese on top of the mixture.
- Fold the 1-inch border over the filling.
- Bake for 20-25 minutes, or until the pastry turns flaky and golden brown.



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