

SECRETS IN THE SAUCE



Follow these flavor trends in dips and finishing sauces

According to IRI, product launches for dipping and finishing sauces have grown 36%. That means it's the right time to get updated and inspired by what consumers want now! Sensient is here to get you up to speed and partner with you to create a flavor experience your customers crave.

FLAVOR IS THE #1 PURCHASE DRIVER AMONG CONSUMERS

but they want more variety, boldness and adventure¹



61% WANT MORE VARIETY OF FLAVORS¹



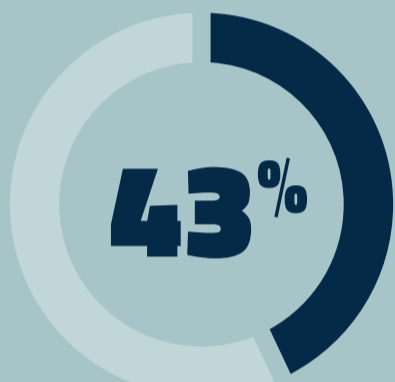
49% WANT BOLDER FLAVORS¹



41% WANT MORE ADVENTUROUS FLAVORS¹



FLAVORS OFFERED AS LTOs DRIVE TRAFFIC



of top LTOs featured unique sauces²



of top LTOs noted spicy pepper sauces as a draw for consumer visits²



NEW FLAVORS INTRIGUE CUSTOMERS AND HELP TO DIFFERENTIATE OFFERINGS

Top 10 emerging flavors in North America include³

PEACH



COCONUT



OYSTER



THE FULL SENSORIAL EXPERIENCE IS THE RECIPE FOR SUCCESS



52%

of dipping and finishing consumers said

TEXTURE

was most important in a sauce⁴



1 IN 2

consumers said

AROMA

was most important when using a finishing sauce⁴

TOGETHER, WE CAN TURN INSIGHT INTO INNOVATION

We'll not only share our proprietary consumer trend information, we'll partner with you to:



DEVELOP SAUCES THAT **STAND OUT**



DRIVE TRAFFIC AND SALES



GET TO MARKET **FASTER**

Let's get started!

Visit sensientflavorsandextracts.com/SDD

1.800.445.0073 | flavors.info@sensient.com

