

**TOP 5**

# Flavor Trends

**(Second Half of 2024)**



**DID YOU KNOW?**

As Innova Market Insights report regarding the top five global flavor trends 2024 that impact the packaged food market, this content will report the top five flavor trends for the 2<sup>nd</sup> half of this year from Diageo by tracking global conversation both online and social media platforms.

**1 “Umami”:** Umami or Savory notes is the fifth basic taste, joining sweet, sour, salty and bitter. It enhances the traditional flavor profiles and creates the different experiences, traditions and cultures, for examples, the Korean paste gochujang is up 55% in the US as well as seaweed (up 53%) and tahini (up 45%), turmeric (up 79% in the UK) and even the parmesan espresso martini is a viral hit in the US (up 12%).



**2 “Spicy Spark”:** Spicy and Swicy flavors are trending in the global beverage. Swicy is the combination of sweet and spicy flavors that provides new taste experiences. Jalapeno, pepperoncini and chili are popular. The conversation increases about jalapeno (up 32% in the UK), pepperoncini (up 53% in the Australia) and chili (up 36% in the US). For examples, Coca-Cola blends the iconic taste of Coca-Cola with a refreshing note from raspberry and spice flavors and Starbucks launches new spicy lemonade refreshers beverage in three tropical flavors such as spicy dragon fruit, spicy pineapple and spicy strawberry with a new spicy cream cold foam.

**3 “In Bloom”:** The increasing of eco-conscious makes the consumers tend to source for the ingredients with floral and natural fusions such as elderflower which has been popular in the UK and the growing conversation in France is up 67%; rhubarb is up 36% in Canada.



**4 “Tropical Triumphs”:** After the pandemic, people search for more adventurous and exotic experiences: almost 1 in 3 of Brits aged 18-25 is looking for adventure activities. The tropical fruits such as tamarind (up 50% in the US, up 27% in the UK), guava (up 18% in the UK) and passionfruit (up 25% in Thailand) are driving this trend.

**5 “Tasty Treats”:** Traditional flavors are transformed into multi-layered experiences and treat-based drinks by innovative methods. Enjoying life with little pleasures is more important for consumers (up 63%). Coffee-based cocktails are trending (up 12% in the UK) such as carajillo (Latin coffee drink with liquor) and frozen espresso martinis. Conversations of the other treating flavors are hazelnuts (up 91% globally), nutmeg (up 78% globally), walnut and cocoa.





# Notification



of the Ministry of Public Health (No.391) B.E 2561 (2018)

Issued by the Virtue of the Food Act B.E. 2522

**Re: Prescribed foods which are prohibited to be produced, imported or sold**

By the virtue of the provisions in the first phase of Section 5 and Section 6(8) of the Food Act B.E. 2522 (1979), the Minister of Public Health hereby issues the notification. Prescribed foods which are prohibited to be produced, imported or sold are as follows:

- 01 Brominated vegetable oil
- 02 Salicylic acid
- 03 Boric acid
- 04 Borax
- 05 Potassium chlorate
- 06 Coumarin or 1,2-benzopyrone or 5,6-benzo- $\alpha$ -pyrone or cis-o-coumaric acid anhydride or o-hydroxycinnamic acid lactone
- 07 Dihydrocoumarin or benzodihydropyrone or 3,4-dihydrocoumarin or hydrocoumarin
- 08 Diethylene glycol or dihydroxydiethyl ether or diglycol or 2,2'-oxybisethanol or 2,2'-oxydiethanol
- 09 Dulcin or 4-ethoxyphenylurea or para-phenetolcarbamide
- 10 AF-2 or 2-(2-furyl)-3-(5-nitro-2-furyl) acrylamide or furylfuramide
- 11 Potassium bromate
- 12 Formaldehyde, formaldehyde solution and paraformaldehyde
- 13 Melamine and its analogues, specifically cyanuric acid
- 14 Food in which (1) to (13) is used as ingredient.

This Notification shall come into force as from the day following date of its publication in the Government Gazette onwards (26 September 2018).

# From French Paradox

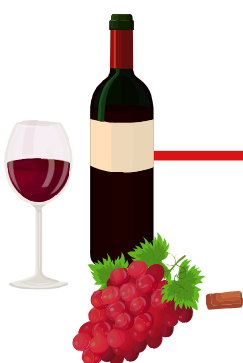
## to Unlocking the Secret of Longevity



In the past, researchers and scientists were fascinated by a phenomenon known as the “French Paradox.” This term describes the observation that, despite consuming a diet high in saturated fats, the French have a low rate of coronary heart disease (CHD). Scientists have tried to understand why this is the case. One key difference is that the French often drink red wine with their meals. This led scientists to study the ingredients in red wine, especially those that might protect the heart.

Many compounds found in red wine are rich in phenolic structures, with resveratrol being one of the most notable. Resveratrol, which comes from the skins, seeds, and stems of grapes used in making red wine, has been shown to have antioxidant, anti-inflammatory, anti-proliferative, and anti-angiogenic effects, as well as anti-hypertensive properties that help relax blood vessels. The involvement of resveratrol is especially significant in cardiovascular diseases, cancer, neurodegenerative diseases, and possibly in promoting longevity.

It is generally recommended to limit consumption to one glass per day. Drinking more than this can be harmful due to the alcohol content, which may have negative effects on health. Therefore, when drinking red wine, it is important to consider both the amount of resveratrol and the alcohol content. Selecting for red wine with 0% alcohol, if possible, may allow you to enjoy the benefits of resveratrol without the negative effects of alcohol. Cheers!



#### References :

1. Catalgol B, Batirel S, Taga Y, Ozer NK. Resveratrol: French paradox revisited. *Front Pharmacol*. 2012 Jul 17;3:141. doi: 10.3389/fphar.2012.00141.
2. <https://www.samitivejhospitals.com/article/detail/red-white-wine>

# EVENT 2024

## Aug

- 2 Daito Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
- 
- 6 CAHB & Mini-CAHB Skincare Seminar, PT. Chemico Surabaya, Surabaya, Indonesia
- 
- 7 Food Focus Thailand Roadmap: Bev Trend & Tech Edition, Bangkok, Thailand
- 
- 8 CAHB & Mini-CAHB Skincare Seminar, PT. Chemico Surabaya, Yogyakarta, Indonesia
- 
- 13 Nexus Wise Seminar, PT. Kemiko Indonesia, Jakarta, Indonesia
- 
- 20 CAHB & Mini-CAHB Makeup Seminar, PT. Kemiko Indonesia, Jakarta, Indonesia
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- 22 CAHB & Mini-CAHB Makeup Seminar, PT. Kemiko Indonesia, Bandung, Indonesia
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- 22-23 Interfiber Seminar, Chemico Myanmar Co., Ltd., Myanmar
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- 24-25 Beauty Expo Australia 2024, Sydney, Australia  
<https://www.beautyexpoaustralia.com.au>
- 
- 26 Labio Seminar, Chemico Myanmar Co., Ltd., Myanmar
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- 30-31 Cosmetics Ingredients International Expo (CIIE), Chennai, India.  
<https://cosmetics-ingredientsexpo.com/about>
- 
- 29 Aug -1 Sep My Beauty & Cosmetics, Malaysia  
<https://mybeauty.my/>

## Sep

- 4-6 Fi Asia Indonesia 2024, Jakarta, Indonesia  
<https://www.figlobal.com/asia-indonesia/en/home.html>
- 
- 5-6 Cosmetic Industrial Technology Convention Exhibition, Kuala Lumpur, Malaysia
- 
- 11-12 China Beauty Expo (CBE), Hangzhou, China  
<https://www.chinabeautyexpo.com/shows/cbe-hangzhou/>
- 
- 11-13 Thailand Lab International, Bangkok, Thailand  
<https://thailandlab.com/>
- 
- 12-13 Proplan Seminar, Chemico Myanmar Co., Ltd., Myanmar
- 
- 13 CAHB & Mini-CAHB Food Seminar, Chemico Philippines Inc., The Philippines
- 
- 18 CAHB & Mini-CAHB Makeup Seminar, Chemico Health and Beauty India Private Limited, Delhi, India
- 
- 18-19 MakeUp in NewYork, USA  
<https://www.makeup-in.com/newyork/>
- 
- 18-20 Vitafoods Asia 2024, Bangkok, Thailand  
<https://www.vitafoodsasia.com/en/home.html>
- 
- 25-26 in-cosmetics Latin America, São Paulo, Brazil  
<https://www.in-cosmetics.com/latin-america/en-gb.html>
- 
- 25-27 COSME Week Osaka, Japan  
<https://www.cosme-week.jp/osaka/en-gb.html>





### Saltigo GmbH. Seminar, Vietnam

Saltigo GmbH. in collaboration with Chemico Vietnam Co., Ltd. held a webinar under the topic “Beyond the Bites” on July 10<sup>th</sup>, 2024. The main content of webinar was about the effective insect and mosquito repellent ingredient for 6-month-old children and pregnant women (Saltidin). The presentations also included the latest Dengue and Malaria epidemics over the world and in Vietnam in 2024, the difference between Saltidin and mosquito repellents (DEET and IR3535). The successful products with Saltidin and formulations in various formats (spray, gel, lotion and solid bar) developed by Chemico Vietnam Application team were presented as well.

### Momentive Seminar, Vietnam



Momentive Performance Materials Inc. in collaboration with Chemico Vietnam Co., Ltd. held an interesting seminar at Chemico Hanoi office on July 16<sup>th</sup>, 2024 under the topic “SMART SILICONES for Your BEAUTY SOLUTIONS”. The seminar was about upgrading skin care, hair care and make up products using the multi-functional Silicones that could bring out the brilliant looks. And, in the showcase time, all participants were updated on the minimalist yet effective trendy hair care products for professional salon and perfect products for skin care and make up co-developed by Momentive and Chemico Vietnam Application team.

### Greentech S.A. Seminar, Myanmar



Greentech S.A. in collaboration with Chemico Myanmar Co., Ltd. organized an interesting seminar on July 31<sup>st</sup>, 2024 at Chemico Myanmar Application center. The topic was “Wellness and New Haircare Routine”. The seminar included Global Wellness and Hair Care Trends, Greentech’s Hair Active Products and Formulations as well as the Related Raw Material Information. After the presentations, the customers have a chance to do lab workshop as well.



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