



**FLAVOUR
TRENDS
FROM ASIA**

ASIAN SPECIALITIES

INNOVATIVE. MODERN. INSPIRING.



A FOCUS ON ASIAN FLAVOUR TRENDS THE RELEVANCE AND POTENTIAL OF ASIAN SPECIALITIES

Across the globe, Asia stands for a unique combination of tradition, craftsmanship and innovation – and shapes the development of new taste experiences like no other region. Whether in confectionery, baked goods or a wide range of other applications, Asian specialities fascinate with their diversity, cultural depth and ability to reinterpret familiar taste experiences. These dynamics make Asian flavour profiles a key source of inspiration for modern product concepts. From finely balanced, natural notes to intense, surprising flavour compositions, they open up a wide range of creative possibilities.

In this trend overview, we present five iconic flavours – matcha, ube, yuzu, sesame and sakura. Although they already have a long tradition in the world of Asian culinary delights, these flavours are currently gaining increasing relevance for innovative applications. Their versatility and distinctive recognisability provide fresh inspiration for differentiated and sustainable product concepts.



ASIAN FLAVOUR TRENDS

Product code	Product name	Form	Legal status (EU)	Shelf life in months	Solubility	MOQ	Dosages		
							Bakery	Dairy	Fat fillings
SY291180	MATCHA GREEN TEA FLAVOUR	liquid	Natural flavouring	12	w.s.	25 kg	0.25 %	0.10 %	0.10 %
SY285199	UBE FLAVOUR	liquid	Natural flavouring	12	w.s.	100 kg	0.25 %	0.08 %	0.20 %
SY325512	SAKURA FLAVOUR	liquid	Flavouring	12	w.s.	100 kg	0.10 %	0.12 %	0.10 %
SY843803	SESAME FLAVOUR	liquid	Natural flavouring	18	w.s.	100 kg	0.05 %	0.08 %	0.08 %
SY249899	YUZU FLAVOUR	liquid	Natural flavouring	12	o.s.	25 kg	0.10 %	0.20 %	0.05 %



The Perfect combination

Ube + Matcha | Creamy sweetness meets modern culinary aesthetics

The combination of rich matcha green and iconic ube purple creates eye-catching moments of indulgence with significant social media and premium potential.



COLOUR AS A SENSORY EXPERIENCE INSPIRATION FOR MODERN APPROACHES

Colour appeal to you at first sight and bring products to an emotional level. Modern lifestyle concepts thrive on clear colour schemes and a strong visual identity. Our colour brochure presents inspiring solutions for modern product ranges that meet the highest standards of quality and reflect the latest trends.



DISCOVER
OUR COLOUR
COLLECTION



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