

# THE MAIN INGREDIENT

SPRING 2025



## FLAVOUR TRENDS FOR 2025:

# *What's on the Horizon?*

**The food industry is buzzing with bold and innovative flavour pairings set to dominate in 2025.**

**Unexpected combinations** are taking centre stage, like chili mango or miso caramel, merging sweet, spicy, and savory elements to create unforgettable experiences.

**Heritage flavours** are being reimagined, blending traditional recipes with modern techniques, such as Mediterranean-inspired spice fusions, matcha-infused baked goods, or chai-spiced snacks. Adding twists to traditions offers limitless possibilities for innovation.

**Functional flavours** are also leading the charge, emphasizing nutritional ingredients. Gut-friendly ingredients, like fermented foods and kombucha, are becoming mainstays, while adaptogens and herbal infusions promote mental well-being.





## ENHANCE YOUR KNOWLEDGE: **GUMS AND HYDROCOLLOIDS**

### **Gums and hydrocolloids are essential tools in modern food formulation, offering unmatched versatility in product development.**

These ingredients modify texture, stabilize emulsions, and enhance product shelf life. From creating the perfect mouthfeel in sauces to improving the moisture retention of baked goods, gums ensure consistent quality and performance.

For instance, xanthan gum delivers viscosity and suspension, while guar gum provides stability in dairy and plant-based beverages. Blends of hydrocolloids can be tailored to meet specific challenges, such as maintaining texture in gluten-free baked goods or preventing crystal formation in frozen desserts.

Malabar stands out as a leader in providing functional gum solutions. Whether you're formulating for beverages, condiments, or confections, Malabar offers a range of hydrocolloids to meet your needs. In addition, our RD and custom blending capabilities can help you formulate unique gum blends to create a solution specific for your application and usage. For food manufacturers, understanding these ingredients is crucial to staying competitive in the ever-evolving marketplace.

# SPICE UP YOUR SNACK FOODS

**Snacking is no longer just about convenience; it's about innovation, health, and indulgence.**

The rise of plant-based and nutrient-dense snacks continues to reshape the category. Unique bases like roasted chickpeas, lentil crisps, and vegetable chips are providing consumers with healthier alternatives to traditional potato chips.

Flavour innovation is at the heart of this trend, with sweet-and-spicy seasonings creating exciting new taste experiences. Popular combinations like sriracha honey or mango chili are driving consumer interest in globally inspired flavour profiles. These trends reflect a shift toward snacks that not only satisfy cravings but also deliver bold, memorable flavours.

Texture is another key focus for the coming year. Consumers crave snacks that deliver crunch and satisfaction—think roasted chickpeas, dehydrated fruit, or puffed quinoa. These textural elements are expanding beyond snacks and influencing trends in beverages and entrees. Explore our extensive list of ingredients—such as cardamom, yuzu, or smoked paprika—to find ways to elevate familiar snack flavours.

For manufacturers, the opportunity lies in creating products that balance indulgence with wellness, leveraging new ingredients and flavour combinations to stay ahead in the market. Looking for a unique snack flavour profile? Contact our team at Malabar Ingredients to find a custom blend that is right for you!



# WE CAN'T CONTAIN OUR EXCITEMENT: NEW PACKAGING OPTIONS

## We're thrilled to announce exciting enhancements to our packaging capabilities!

These updates are designed to support the diverse needs of both food service providers and retail customers. Our expanded offerings include jars and jugs, providing versatile solutions for a wide range of product types.

These new options not only cater to bulk food service needs but also includes retail-ready formats that appeal to consumers. Our packaging advancements align with market trends, emphasizing sustainability and efficiency.

Stay tuned for photos showcasing our new packaging lines and see how these updates can elevate your product offerings!

\*\*\*\*\* EFFECTIVE JUNE 1, 2024 \*\*\*\*\*

### MINIMUM ORDER FEE:

For orders that are under \$500, there will be a \$75.00 Minimum Order Fee applied to the customer's invoice or the customer's invoice will be rounded up to \$500 (we will apply whatever charge is less to the customer).

### RUSH ORDER FEE:

A rush order fee of \$75 plus any applicable 3rd party charges will apply as follows:

1. An order placed before 10am that is needed the same day (normal course is for this to be available for ship out or pick up the next day)
2. An order that is placed after 10am that is need same day or the next day (normal course is for this to be available for ship out or pick up 2 days after order placed)

Please contact your customer service representative if you have any questions or concerns.



## Look for our next edition in Summer 2025

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For more information on any of the subjects covered in this newsletter, or to suggest topics you'd like to see covered in future editions, please contact 905-632-2062 or 1-888-456-6252.

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