

Home of taste

EXTER
WHITEPAPER

#1

Food trends

Flavours of the future

To achieve sustainable growth we look to the future: what are the major food trends? We see a growing need for authentic recipes, pure ingredients and natural flavours. At Exter we cook, bake and dry food ingredients into more than 300 different savoury taste ingredients. Read the top 5 food trends and discover the possibilities to give your products an authentic home cooked taste.

Trend 1



OVERALL TREND: CLEAN & CLEAR LABEL

With 'clean and clear labelling', products are provided with understandable (clean) labels onto which the ingredients are clearly (clear) stated. People want to know what they are eating; they want to have information about the food they are putting in their mouths. Transparency about ingredients is a requirement and health claims on the packaging need to be supported. Consumers clearly are in need of simple recipes, products that are produced in a clear and understandable fashion, with ingredients they can recognize. Above all, there is a need for attractive and authentic flavours.

Our answer to clean and clear labelling: CulinairEx

Our savoury tastes in the culinary range of CulinairEx are produced with natural and pure ingredients without any additives. With these tastes, our customer can comply with the consumers' need for pure ingredients in finished products. The taste varieties within the CulinairEx range are meat, chicken, vegetables and umami. They all contain the typical authentic roasted flavour of Exter, thanks to the traditional method of preparation.



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Trend 2

PLANT BASED OPTIONS TO THE MAX



The last few years we eat less meat. The number of flexitarians, vegetarians and vegans is increasing. As plant-based foods are becoming more popular, we notice a growing range of alternatives to meat and dairy in supermarkets.

The taste of meat without animal products

Our years of knowledge and experience with the Maillard reaction in combination with our unique oven technology enables us to mimic the taste of meat without using animal products. We offer an extensive portfolio of vegetarian savoury taste ingredients such as bouillons, beef, pork, chicken, umami, masking tools and dark roasts. This gives you the opportunity to add authentic taste to meat substitutes without adding real meat.

*Curious to discover
all the possibilities?*



Contact our specialists



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Authentic Meat Tastes

For plant-based products



Pork



Beef



Chicken



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Trend 3

AUTHENTIC KITCHEN ADVENTURES

The food and beverage industry wants to satisfy the adventurous consumers and surprise them. In a globalizing society people travel around the world to taste local flavours and authentic dishes. Consumers are stepping out of their comfort zone and are ready for exciting flavours, new textures with interesting combinations and alternatives to meat and fish.

Intensify your taste

Taste has the biggest impact on whether a dish is successful or not. The combination of the taste profile and the intensity of flavours determine how you experience a dish. Exter produces strong and effective products for natural flavour enhancement. These products intensify the taste and prolong the aftertaste. A good example is our Exhance range with products that create, strengthen and balance flavours.

Curious how we can intensify your taste?

Contact our specialists



Trend 4

START TODAY, NOT TOMORROW

Consumers have an increasingly interest for sustainable options. This leads to greater transparency in the food industry. The story behind the product and packaging are given a more central role. Key topics include product claims such as fair trade, organic and local, sustainability programs and reduction of the use of plastic.

Our tastes are made from high value sidestreams

People seek the balance between sustainable, healthy and tasteful. Since 1928 we have been developing the knowledge of cooking, reducing, baking and drying to create our savoury taste ingredients. The origins of our process are vegetable or animal based proteins. The good news is that many of these raw materials are high value side stream materials, and by using these streams we bring a positive contribution to upcycling food waste.

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Trend 5

A HEALTHY YOU

More than ever, consumers are aware of what they eat. This applies to all meal moments, from breakfast to dinner and snacks. There is a strong focus on reducing the salt and sugar content, particularly true for drinks, snacks and ready meals. Most producers have already committed themselves to reducing salt, fat and sugar contents.

Don't compromise on taste

Our tastes have a lot of impact, but are only a small part of the finished product. This means we have limited influence on the nutritional values, but we do have a lot of influence on improving taste. We like thinking along in possibilities with our customers. For example, our masking tools are an excellent solution to mask unpleasant tastes in finished products. This opens doors for the producer to make healthy changes without compromising on taste.

*Curious how we can
intensify your taste?*

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Follow us on:



At Exter we specialize in creating authentic savoury tastes since 1928. Prepared naturally and according to our own authentic cooking process. Our secret is our authentic preparation methods, knowledge ranging from raw materials to drying techniques as well as our personal approach. We believe in choice. Because taste is personal.

John Bruggink

General director

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