

From: [Merylin Miguel](#)
To: [Elizabeth Cuff](#)
Subject: RES: BIONEWS FOOD issue 8: Ethnic Flavors
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Biorigin

Liz, I corrected the text. Please see below.

Best Regards,

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Ethnic Flavors, a strong trend

Consumers of the 21st century are driven to experience different flavors, aromas, colors, and textures. People are more demanding as to product quality and flavor, and this is evidenced by the evolution and diversification to

by the evolution and diversification to which traditional food products have undergone the last few years. An example is mayonnaise flavored with herbs and other intense flavors.

As globalization continues to expand geographically around the world, consumers today have more contact with diverse food products, and experiencing flavors and compositions previously unknown to them.

The US Census estimates that in 2050, Hispanics will make up about 30% of the US population, African-Americans will be 19%, and Asians will increase their percentage to around 9% (Dietary Manager Magazine, Jan, 2009). This explains why ethnic life styles and flavors have expanded around the world.

The number of ethnic restaurants, particularly those offering Asian – Indian, Korean, Japanese, Vietnamese, and Thai, as well as Mexican and Mediterranean cuisines has also increased, as well as in the number of products with these flavors at retail, including those with the "healthy" claim.

Biorigin is prepared to supply this market need, and our customers' demands, aiming always at health and wellbeing. The flavor enhancers of the **Bionis**, **Biotaste**, and **Bioenhance** product lines promote more attractive, more powerful features of foods, as well as explosion of flavor, enhancing the new effects sought by the consumers of ethnic foods as well as spiciness.

Check out the ethnic recipes developed by **Biorigin** in 2009:

*More flavor in the **Guacamole Dip** with 0.5% **Bioenhance SFE 101**

*Healthier and tastier **Tortilla chips** with 0.42% **Bionis YE MXE NS**, 0.96% **Bioenhance SW 40**, and **50% salt reduction**



Healthier **Tortilla chips with 0.3% **Bionis YE GMX 18** and **35% salt reduction**

** Healthier **Tortilla chips** with 0.5% **Bionis YE MXE NS** and **35% salt reduction**

*Recipes presented at IFT 2009

** Recipes presented at FI Europe 2009.

References

Dietary Manager Magazine – p. 18 – Jan 2009.

Written by Cláudia Cristina Sena (Biorigin R&D Expert) and

Maria Helena Branco (Biorigin R&D Researcher).

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