

## FOR IMMEDIATE RELEASE

### Adams Extract & Spice Releases 2012 Flavor & Food Trend Forecast

**Gonzales, TX (December 8, 2011)** Adams Extract & Spice, makers of the world famous Adams Best Vanilla “Since 1888”, releases its 2012 Flavor & Food Forecast. Following are six flavor and food trends to watch for in the coming year.

#### “Soldiers Palate”

In America, food trends have often followed conflicts and wars. For example, a surge in mainstream Italian after WWII and Asian inspired foods after the Vietnam War. With over 1,000,000 American soldiers spending time in Afghanistan and Iraq, we will see a rising interest in Mediterranean and Middle East flavored foods. More usage of the following spices and herbs will be appearing. These spices will not only be used to flavor food, but also add color.

- Za’atar, Sumac, Turmeric, Cardamom, Caraway, Aniseed

#### “Flavor Solutions”

With the continuation of health and wellness initiatives, there is a need to compensate for reduced flavor as a result of lower salt, fat, sugar, and MSG. In the coming year we will see combinations of stronger and more robust herbs and spices to flavor foods. More usage of the following spices and herbs will be appearing.

- Herbes de Provence, Truffle Salt, Ginger, Garlic, and Lavender

#### “Luxuries on a Budget”

With the desire to have affordable luxuries on a budget, consumers will be looking for dining-in solutions. These can be found in meal kits, culinary seasonings, and sauces. A higher interest and usage of the following will be appearing.

- Crusting Rubs, Red Port Wine Reduction, Marsala Wine Reduction, and Balsamic Reduction

#### “Back to the Classics”

As the recession grinds on, there is a renewed interest in baking from scratch as a past time, comfort, and to encourage families to gather back in the kitchen. Cakes and frostings from a box or can are no longer acceptable. Consumers will be baking from scratch using more complex techniques. A renewed interest in making homemade pies, homemade icings, dessert minis and Red Velvet Cake, and other traditional classics are appearing.

#### “American Cuisines”

A culinary experience is no longer just focused on global cuisine. Consumers are discovering and trying food styles from different parts of the United States. Whether it is Texas BBQ or Kansas City Ribs, Southern California Fish Tacos or Southern Texas Fajitas, Tortilla Soup or Clam Chowder, California Flat Bread Pizza or Chicago Deep Dish, we are more aware of and willing to try our own regional culinary cuisine.

#### “Social Cooking”

Social Media is rapidly replacing food magazines. Consumers use Tumblr, Twitter, YouTube, and Facebook to gain knowledge, exchange ideas, and transform trends. In the coming year, we will see new ways to use social media in food culture such as: *Flash Dinners*; an impromptu dinner party planned on a social platform where each attendee brings a different part of the meal, *#whatsfordinner*; a way for thousands of users to share dinner ideas on Twitter.

Adams Extract & Spice is an industry leader in food flavor solutions that provides a wide range of consumer products from pantry basic spices and extracts to culinary spices, blends, and herbs from around the world. Best known for its worlds famous *Adams Best Vanilla*, Adams manufactures their own brands and private label spice, blends, and extract items sold in retail locations around the nation. One of the oldest spice and extract companies in America, Adams Extract & Spice will be celebrating its 125<sup>th</sup> anniversary in 2013.

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Skype interviews available by appointment.

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