



## Cargill Cocoa & Chocolate Trend Focus: Indulgent

**Get in touch to discover how we can help you thrive:**  
[cocoa\\_chocolate@cargill.com](mailto:cocoa_chocolate@cargill.com)

Contact us to learn more about our ingredient trends, or trends in your specific product category.

### **Trend report**

Download the full copy of our trend report for a deeper dive into the key trends we see.

[www.cargill.com/trends](http://www.cargill.com/trends)

[www.cargillcocochocolate.com](http://www.cargillcocochocolate.com)

# Stay ahead of consumer taste for true indulgence

**Across taste, texture and colour, today's consumer is looking for an ever-more indulgent sensory experience – and this is inspiring a new level of creativity in sweet foods around the world.**

### **Flavours that surprise and delight**

Most sweet categories are driven by new flavour development, so creating products that surprise and delight customers is a priority. While more traditional flavours such as caramel, coffee, and hazelnut, remain popular, the search for new, often hybrid, flavours is growing.

And taking it a step further, multiple flavours in a single product are also becoming more popular, such as different tastes in each square of chocolate, or bi-flavoured fillings in cakes and pastries.

### **Evolving textures**

When it comes to taste perception, texture plays an important role. On pack texture claims are becoming more prominent, and new, creative ways are being found to describe texture – including as part of the product's name.

Alongside the traditional textures such as smooth or creamy, creative textures are breaking new ground, with bigger, chunkier chocolate inclusions adding bite. Novel combinations such as crispy inclusions in a soft filling are also adding a wow factor to textures.



### **Life in full colour**

Consumers are seeking foods that look as beautiful as they taste – and colour is playing a major part in this, especially in coatings and fillings. Here, the colour possibilities are endless – from bright, rich or pastel colours, to shimmering hues that really catch the eye. There is also a developing trend towards black and white products, where cocoa powder is increasingly being used to play with shades and add depth of colour.

### **Helping you indulge consumers**

Our cocoa and chocolate expertise means we can create endless flavours, colours, and texture combinations, offering you real differentiation.

### **Our ingredients:**

#### **Indulgent flavours**

- Caramel Equilibre – our unique chocolate with the colour and taste of dairy caramel
- Salted caramel-flavoured coating and filling
- Gianduja, hazelnut chocolate, coating and filling
- Mocha chocolate
- Yoghurt-flavoured chocolate, coating and filling
- Fruit-flavoured coatings and fillings

#### **Exciting textures**

- Textured fillings, from creamy to gooey and aerated – and everything in between
- Bake stable fillings
- Wide range of crunchy chocolate inclusions

#### **Inspiring colour options**

- Naturally coloured coatings and fillings with plant extracts
- Gerkens® cocoa powders palette of colours, from dark intense red to extra brown