

McCormick announces Tamarind as 2024Â flavour of the year

08 December 2023 | News

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McCormick® announces the Flavour Forecast 24th Edition, the annual report illuminating the latest culinary trends shaping the way people prepare and enjoy food worldwide. With this year's report, McCormick announces its 2024 Flavour of the Year: Tamarind. Consumers can experience it in action with the new Tamarind & Pasilla Chile Seasoning, available online now. The Flavour of the Year will also be featured in several limited-edition, Tamarind-infused menu items at Black Tap Craft Burgers & Beer – the globally acclaimed burger joint – locations nationwide in February 2024.

Tamarind, a spice native to Africa, India, and the Middle East, has lent its acidic, tangy-sweet flavour to Latin, Caribbean, and Mexican cuisines for centuries. Today, this plump, pod-like fruit is jet-setting across the world, feeding a global curiosity for what's next in food, drink, and flavour. Other flavour predictions and trends identified in the brand's Flavor Forecast 24th Edition include:

Sour Power: From tamarind to coconut vinegar, acidic agents are stepping into the spotlight to open our senses, boost craveability, and even help "cook" without heat. Sour is proving it's not "just another ingredient;" it's revolutionising menus, delivering layer on layer of exciting flavour.

Thoughtfully Borrowed: Authenticity encompasses background, heritage, and experiences - with it comes a reinvention of regional-traditional cooking. Starting with a dash of something that's "you", these conscious cultural combinations pay homage and respect to both roots and backgrounds – creating a celebration of flavour, experience, and cuisine.

Indulgence Redefined: A source of pleasure, ritual, and community, indulgence comes in all shapes and forms. From the time of day to season, flavour sensations link to emotions, memories, and all lived experiences. From a crisp, light ceviche to over-the-top breakfast poutine, it's about how we treat ourselves through flavour, texture, and ingredients that make us happy. Two ways this trend comes to life are through newstalgic and food maximalism. **Newstaglic:** What's old is new again, with restaurants re-introducing childhood favourites with a gourmet twist. **Food maximalism:** By layering flavours and textures in creative, fun, and always thoughtful ways, you can experience flavour to the max.