



SPOTTED... SEPT 26

A sneak peek into consumer demands, flavours, and future trends spotted in September 2026.

Loaded & Layered. Fricy flavours. World Seasonings.

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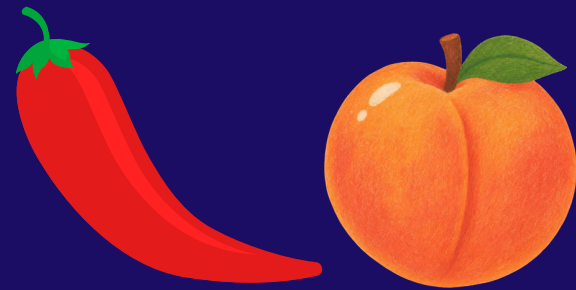
THE RISE IN LOADED AND LAYERED....



Across foodservice and retail, familiar dishes are being transformed with bold toppings, contrasting textures and extra layers of flavour. From loaded fries, hotdogs and fully dressed baked potatoes to stacked sandwiches, indulgent mac and cheese and fully loaded flatbreads, consumers are looking for options that feel generous, exciting and customisable. Crispy, creamy, crunchy and spicy elements are coming together to turn everyday dishes into more indulgent, flavour-packed experiences.

This creates opportunities to add value to familiar formats through toppings, seasonings, sauces and textured inclusions. Think crispy fried onions, flavoured salts, spiced crumb coatings, chilli toppings, smoky seasonings and globally inspired drizzles. With consumers increasingly drawn to food that delivers on both flavour and visual appeal, the finishing touches can be just as important as the main ingredient. It's an opportunity to take simple, accessible dishes and give them a premium, menu-worthy makeover.

FRICY.... THE FRUITY HEAT



SWEET MEETS SAVOURY... MISO CARAMEL

The Next Wave of Sweet Heat. Sweet and spicy flavours are evolving, with fruity heat emerging as an exciting direction for menus and product innovation. Known as “fricy”, this flavour pairing brings together the juicy sweetness of fruits such as mango, peach and watermelon with the zing of chilli. Moving beyond traditional hot honey, fricy offers a fresh, vibrant way to deliver flavour contrast — from mango-chilli glazes and peach-habanero sauces to chilli-lime dressings and spicy fruit dips.

As consumers continue to explore bolder flavour combinations, fruity heat offers a versatile way to deliver both familiarity and discovery across sauces, dips, seasonings and finished dishes.



Miso caramel is a sweet-meets-savoury flavour pairing that brings together the deep, buttery sweetness of caramel with the salty, savoury umami notes of miso. The result is a rich, rounded flavour with a subtle complexity that takes caramel beyond the traditional dessert space.

The interesting part is how miso can add complexity to a familiar flavour. Caramel is already well understood by consumers; miso introduces a point of difference without requiring an entirely unfamiliar product format.

Miso caramel could offer a route to premiumise familiar products, create limited-edition flavours and introduce a more adventurous sweet-savoury profile. It opens up possibilities across dessert sauces, inclusions, glazes and seasoning concepts. **One to watch....**

GLOBAL FLAVOURS FOR MODERN KITCHENS

The UK food scene is moving beyond broad international flavour trends, with growing interest in ingredients that reflect the distinct flavours and culinary traditions of specific regions.

Rather than opting for generic global influences, consumers are embracing more authentic, characterful ingredients such as shawarma, harissa, and adobo. Once considered niche or specialist, these flavour-packed options are becoming everyday kitchen essentials — offering a simple way to bring depth, heat and complexity to dishes.



Take it up a notch with a sprinkle of Chef William flavour fusion seasonings to bring your dishes to life...

-  **Shawarma**
-  **Creole**
-  **Harissa**
-  **Korean BBQ**
-  **Adobo**
-  **Sriracha**

