



# Snacks | Popular Seasoning Range

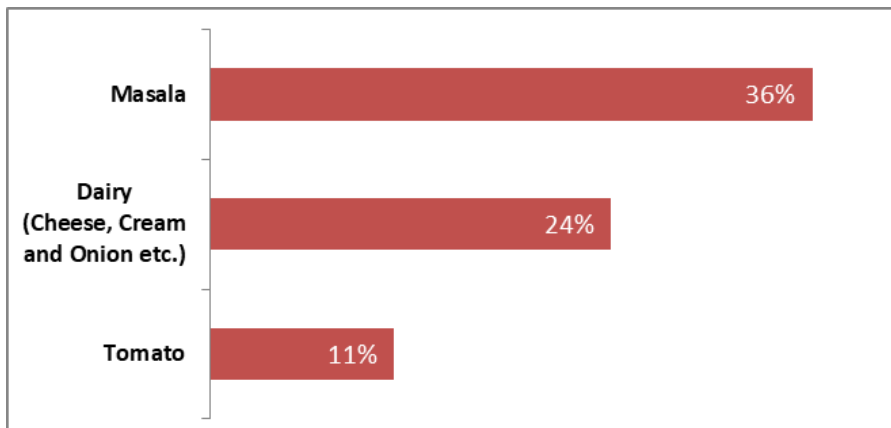
India's favorite flavors....

## Flavor Trend In Snacking

Snacking trend has undergone a big change in India with continuous entry of new players, both Regional and International. While there is a big influence of Western snacks both in formats and flavors (example Nachos or Peri Peri flavor) local and regional flavors have always stayed relevant.

Brands will need to balance the varied tastes and blend the snacks according to consumer preferences. **Symrise** has developed a **variety of profiles** in key flavors dominating the Indian Snacks market

## Top 3 Trending Flavor Clusters | Jan Dec 2020



Source : Mintel GNPD, Extruded Snacks Jan – Dec 2020

### Masala



Potato chips  
Extruded Snacks

### Dairy



Nachos  
Potato Chips

### Tomato



Potato chips  
Extruded Snacks  
Nachos

**Classic flavors that never go out of trend**

# Our Range of Flavors To Suit Every Taste

## MASALA



293301

### MASALA SEASONING

*Masala flavor with salty, spicy profile and balanced hot and sour notes*

292928

### MASALA SEASONING

*Inspired from chat masala with spices like cumin, coriander, chili on an onion base with mild sourness*

293312

### MASALA SEASONING

*Inspiration from Western snacking accompanied with sweet note on spicy masala flavor*

292883

### MASALA SEASONING

*Noodles masala inspiration with curry spice profile on a non-garlic base with umami notes*



## TOMATO



292914

### TOMATO SEASONING

*Sweet, sour tomato snack with sun-dried tomato notes*

293251

### TOMATO SEASONING

*Balanced sweet and sour profile for a tangy tomato snack with cooked tomato profile*

293194

### TOMATO SEASONING

*Ketchupy tomato with a combination of processed tomato, sweet, sour and spices*

293185

### TOMATO SEASONING

*Spicy tomato with saucy tomato note with mixture of spices.*



## SOUR CREAM & ONION



293259

### SOUR CREAM AND ONION SEASONING

*A classic snack with sour cream, dairy mouthfeel, onion body supported with sweetness*

292918

### SOUR CREAM AND ONION SEASONING

*Sour cream and onion snack with enhanced dairy mouthfeel with rich creamy profile.*



*All flavors are applicable in Potato Chips and Extruded Snacks*

**Please contact your local Symrise sales representative for any further information and order your samples today.**