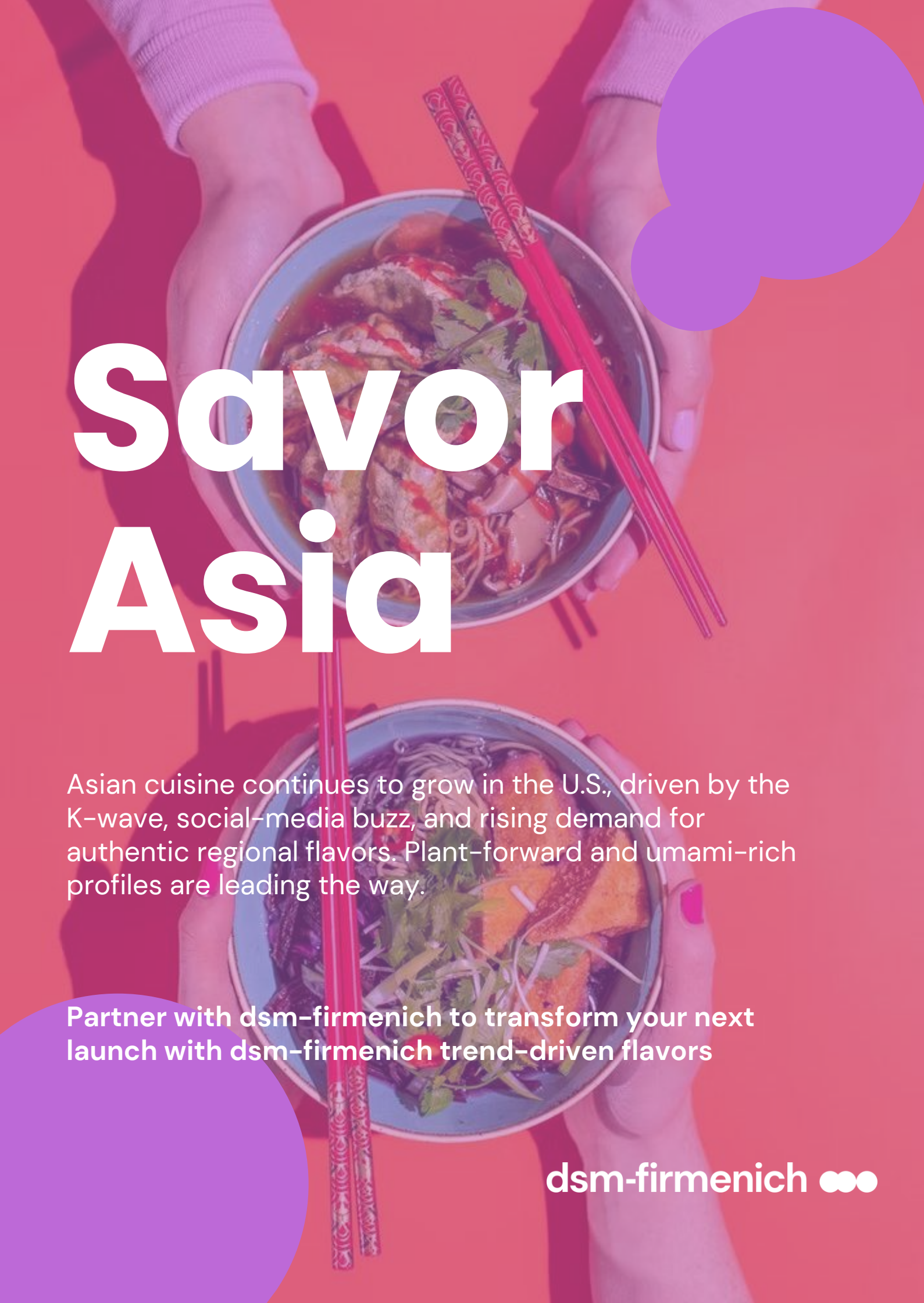


The background of the entire image is a vibrant red. Overlaid on this are two hands, one at the top and one at the bottom, each holding a light blue ceramic bowl. The top bowl contains a soup with dumplings, noodles, and fresh herbs, garnished with a drizzle of red sauce. The bottom bowl contains a salad with shredded purple cabbage, green herbs, and golden-brown fried tofu. Both hands are holding red chopsticks with a gold-colored pattern. In the top right corner, there is a large, solid purple cloud-like shape. In the bottom left corner, there is a large, solid purple circle. The text 'Savor Asia' is written in a large, white, sans-serif font, with 'Savor' on the top line and 'Asia' on the bottom line, positioned over the top bowl.

Savor Asia

Asian cuisine continues to grow in the U.S., driven by the K-wave, social-media buzz, and rising demand for authentic regional flavors. Plant-forward and umami-rich profiles are leading the way.

Partner with dsm-firmenich to transform your next launch with dsm-firmenich trend-driven flavors

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Trends

Growing Interest In Asian Flavors



Authenticity

Authenticity Over Fusion

U.S. consumers are shifting from broad “Asian fusion” toward regionally specific, authentic cuisines such as Thai, Japanese, Korean, Vietnamese, and Filipino — the latter being one of the fastest-growing segments.



Social Bar

Social Media Is Supercharging Discovery

Viral food content is a major driver of trial among Millennials and Gen Z — especially for dishes featuring gochujang, ramen, banchan, salted egg, and mochi.



K-Wave

Korean Cuisine Continues Explosive Growth

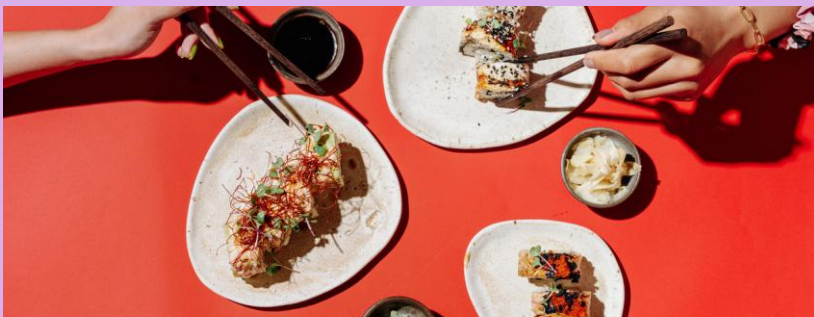
Interest in Korean BBQ, kimchi, gochujang, and Korean street food is surging, driven by the K-wave and TikTok food trends. Korean cuisine is now the fastest-growing Asian category in the U.S.



BFY

Plant-Forward & Better-For-You Asian Options Rising

Nearly 50% of global consumers are seeking plant-based Asian meals, while fermented, functional, and broth-based dishes (pho, miso, kombu, kimchi) align with wellness trends.



37%

Of US adults say they are more likely to try a new product or dish if it has Asian flavors or ingredients

Globally, **1 in 3** consumers favor Japanese cuisine for its rich flavors



Recipe Cards

Instant Ramen Seafood



Comfort food taste, nothing is better than diving into a bowl of this hearty yet healthy comfort food dish that's layered with flavors

Ingredients (% in seasoning)

- Shrimp PV Powder @8.90%
- MAXAVOR Fish W YE 25081 @8.90%
- Squid Tentacles Powder @4.45%
- Nat Flavor Sesame WONF @6.20%
- Nat Flavor (Miso Type) @8.50%

Embodying the essence of its ingredients & creating a rich flavorful base, this comfort inducing dish is a must savor!

Ingredients (% in seasoning)

- Nat Umami Flavor @8.00%
- Nat Flavor(Fatty Juicy Beef Type) @8.00%
- MAXAVOR Beef YE 14484 @ 10.00%
 - Nat Flavor (Pho Type)@0.80%
- Nat Lime Flavor (Kaffir Type)@1.80%

Beef Pho



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Recipe Cards

Gochujang Glaze



This Glaze brings the perfect balance of spicy, savory, and sweet! Can be used as a dipping sauce or added as a chicken glaze for a perfect “Swicy” kick!

Ingredients

- Nat Flavor (Gochujang Type)@0.50%
- Nat Ginger Flavor @0.25%
- Nat Flavor (Sesame Type) @0.10%
- Nat Lime Flavor WONF (Kaffir Type) @0.05%

Protein-rich meat snacks have been gaining traction in the snack category, a trend predicted to stay throughout 2026 and beyond

Ingredients

- Nat Flavor (Soy Paste Korean BBQ Type) @3.00%

Spicy Korean BBQ Jerky



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Recipe Cards

Instant Chicken Thai Curry



Thai Chicken Curry with Coconut Milk is flavorful, healthy, completely delicious, and ready in less than 3 minutes

Ingredients (% in Seasonings)

- Nat Flavor (Thai Curry Type) @13.80%
- Nat Flavor (Chicken Fatty Boiled Type) @10.00%
- MAXAVOR Prime 273346 @6.30%
- Nat Umami Flavor @4.75%



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Asian Flavors

Products List

Code	Name	Descriptors	Dosage %
050024 2841CBK	Natural Flavor (Curry Type)	Cumin, Curry, Spicy	0.50%
050024 2842TH	Natural Lemongrass Flavor	Herbal, Citrusy, Aromatic	0.05%
050024 2842CB	Natural Flavor (Thai Curry Type)	Herbal, Coconut, Basil	0.50%
050024 2843CB	Natural Flavor (Gochujang Type)	Umami, Dried Fruit, Fermented	0.50%
050024 2896CB*	Natural Flavor (Soy Sauce Type)	Soy, Umami, Fermented	0.45%
050023 0788TPO954	Natural Ginger Flavor	Fresh, Spicy, Sharp	0.15%
869362 CB *	Natural Flavor (Sesame Type)	Toasted, Oily, Roasted	0.15%
535439 CH	Natural Basil Flavor WONF (Holy Type)	Fresh, Herbal, Sweet	0.10%
500772 2TH	Natural Flavor (Pho Type)	Brothy, Herbal, Meaty	0.10%
869336 2CB	Natural Flavor (Wok Type)	Oily, Smoky/Grilled, Savory	0.50%
864023 CB*	Natural Flavor (Soy Paste Korean BBQ Type)	Fermented, Garlic, Spicy	0.20%

***: Allergen free**

All Flavors are Canada compliant
Other complementary Flavors are available upon request

Asian Flavors

Products List

Code	Name	Descriptors	Dosage %
O50023 0728CB	Natural Flavor (Miso Type)	Fermented, Sweet Umami, Aromatic	0.50%
O50023 0729CB	Natural Flavor (Teriyaki Type)	Soy, Ginger, Sesame	0.50%
O50024 2793 TH	Natural Ginger Flavor WONF	Fresh, Sweet, Floral	0.05%
O50024 2794T	Natural Flavor (Fermented Rice Type)	Fermented, Sweet, Rice Wine	0.20%
O50024 2795TH	Natural Flavor (Sriracha Type)	Fermented, Tomato, Bell Pepper, Spicy	0.20%

Extracts

Code	Name	Descriptors	Dosage %
515176 TH	Natural Szechuan Pepper Extract	Herbal, Green, Fresh	0.08%
515170 TH	Natural Lemongrass Extract	Herbal, Citrusy, Aromatic	0.05%
517772 T	Natural Ginger Extract	Fresh, Fruity, Floral	0.15%
515161 T	Natural Cilantro Extract	Fresh, Herbal, Waxy	0.05%

All Flavors are Canada compliant
Other complementary Flavors are available upon request

For more information or samples please contact your dsm-firmenich Account Manager.

Asian Flavors Products list

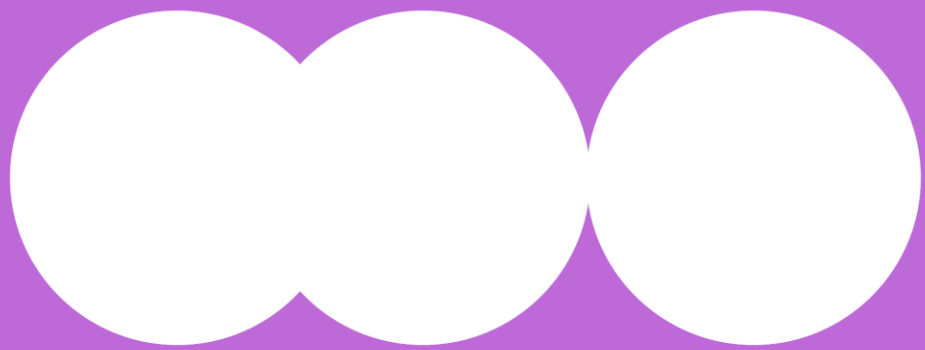
New!
Additional Curated
Flavors

Code	Name	Descriptors	Dosage %
050023 0413CB	Natural Flavor (Sambal Type)	Spicy, Fermented, Garlic	0.05%–0.15%
514333 TPO554	Natural Yuzu Flavor WONF	Rindy, Pithy, Citrus, Peely, Candied, Floral, Fruity, Juicy	0.05%–0.20%
535738 T	Natural Flavor (Fish Sauce Type)	Oily, Fermented, Umami	0.05%–0.40%
516864	Natural Garlic Flavor (Black Garlic Type)	Fermented, Alliaceous, Roasted	0.05%–0.10%
050023 0836CB	Natural Chili Flavor WONF (Sriracha Type)	Smoky, Spicy, Pungent, Garlic, Umami, Red Pepper, Fermented	0.05%–0.20%
050023 0823CB	Natural Sweet Chili Flavor WONF	Peppery, Sweet, Garlic, Paprika	0.50%–2.00%
390425 09201TPO404	Natural Flavor (Szechuan Fried Rice)	Peppery, Toasted, Sesame, Fermented, Soy Sauce, Garlic, Cooked, Brown	0.25%–0.50%
581927 TH	Natural Flavor (Kimchi Type)	Vegetable, Green, Rice Vinegar, Sour, Cabbage, Alliaceous, Fermented	0.10%–0.50%
050023 0882CB	Natural Flavor (Kimchi Type)	Fermented, Soy, Fresh Cabbage, Mild Spice, Sweet, Slightly Spicy	0.10%–0.50%

***: Allergen free**

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