



Savor Mexico

Indulgent. Bold. *Fusion.*

dsm-firmenich 

The Next Wave of Taqueria Flavors

Indulgence, redefined. Authentic. Fusion forward.



Mexican food doesn't whisper, it sizzles. It crackles with toasted chilies, drips with melty queso, and hits you with the perfect balance of comfort and surprise. A staple at American tables, with roots that stretch far beyond them, these flavors have a way of feeling instantly familiar, and endlessly exciting.

Now, taqueria-inspired tastes are stepping from staple to spotlight, riffing on tradition with fresh ideas for familiar favorites. Think classic tacos with a twist, soups that warm you up and wake you up, and shareable snacks layered with bold, crave-worthy flavor. The kind of tastes that bring people together, inviting comfort, curiosity, and a little celebration into every sip and bite.

Capabilities That Deliver Bold, Modern Taqueria Taste



Authentic Profiles

Inspired by Mexican flavors, Savor Mexico brings tradition to life through bold, vibrant profiles and reimagined classics, delivering comfort, adventure, and a sense of celebration in every bite and sip.



Creative Flavor Fusion

Adventurous fusion profiles blend the bold, layered complexity of Mexican flavor with the umami-rich creativity of Asian cuisine to deliver globally inspired taste experiences that excite.



Dairy Decadence

Our dairy portfolio enables queso-centric builds and creamy finishes with full-bodied richness and reliable performance, using specialty cheeses, cultured dairy notes, and sauce systems to bring indulgence to life across dips, drizzles, and toppers.



Memorable Taste Solutions

Umami-driven flavor tools and dairy enhancers amplify aroma, texture, and overall impact to create memorable taste experiences that linger with satisfaction.

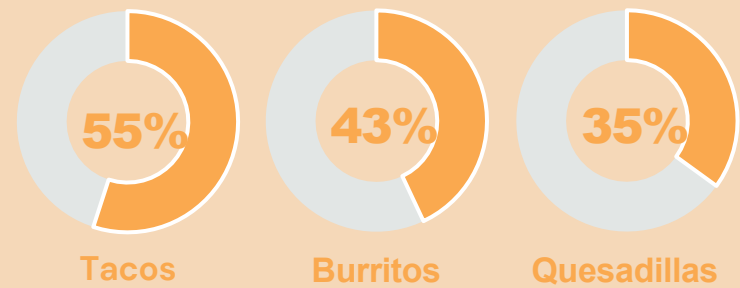


From Tradition to Innovation backed by consumer insights

Classics Lead the Love

Format Fuels Frequency

That appeal carries across formats, with consumers gravitating toward handhelds, snackable bites, and customizable bowls that fit modern, on-the-go lifestyles.



enjoyed by % of respondents

Mexican flavor appeal starts with the classics, where tacos, burritos, and quesadillas continue to dominate as the most loved and craved favorites.

Snack-sized bites and handhelds are seen as convenient

34% of respondents find these easy to eat on-the-go, the highest among all formats.

Bowls & meal kits stand out for customization

27% of respondents like bowls for their customizability.
23% of respondents say the same for meal kits.

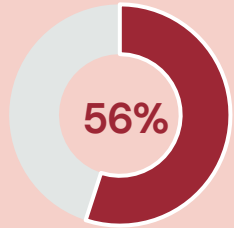


Source: dsm-firmenich Tastelounge – Mexican Food & Beverage CI November 2025

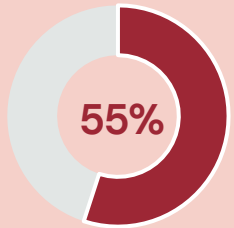
Breakfast Expands the Occasion

The craving doesn't stop at lunch or dinner, as Mexican flavors show growing momentum at breakfast, opening the door to bold, savory starts to the day.

Bowls & Traditional Dishes Have Strong Appeal



of respondents are
interested in
breakfast tacos



of respondents are
interested in **breakfast
burritos**



43%

are interested in
**Mexican-style
egg and veggie
bowls**



37%

are interested
in
chilaquiles



43%

are interested in
**huevos
rancheros**

Source: dsm-firmenich Tastelounge - Mexican Food & Beverage CI November 2025

Flavor Intensity & Freshness

At the heart of Mexican flavor's appeal is intensity and freshness, with consumers drawn to bold, vibrant tastes layered with savory heat and fresh toppings that feel alive and craveable.

43% of respondents enjoy **spicy and savory ingredients**

39% appreciate **fresh toppings and sauces**

36% are attracted to **bold, vibrant flavors**

Beyond fresh and spicy, consumers are leaning into **richer, more savory flavor**.

15% increase in consumer conversation or momentum around **umami** within **snacking trends**²

And that broader appetite for **bolder flavor** opens the door to **playful, global fusion**.

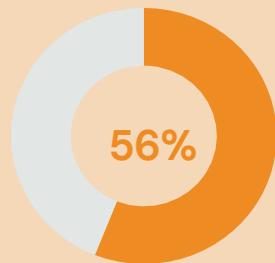
Source: dsm-firmenich Tastelounge – Mexican Food & Beverage CI November 2025 . Source²: Black Swan Data – Snacking Trends 2025

Openness to Fusion

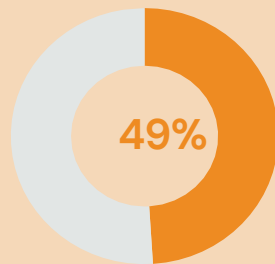
The love for bold flavor naturally extends into experimentation, with consumers showing strong enthusiasm for fusion to experience Mexican flavors in new and unexpected ways.

Where Fusion is Headed

Global pairings are leading the charge, as Mexican flavors increasingly collide with Asian and Latin American cuisines to create adventurous combinations that feel both exciting and familiar.



are interested in **Mexican & Asian Pairings**
i.e., Korean BBQ Tacos, Sriracha Elote



are interested in **Mexican & Latin American Pairings**
i.e., Argentinian Chimichurri Empanada

Source: dsm-firmenich Tastelounge – Mexican Food & Beverage CI November 2025

62%

of respondents are
“very open” to trying
new fusion flavors

showing a high
level of enthusiasm
for innovation



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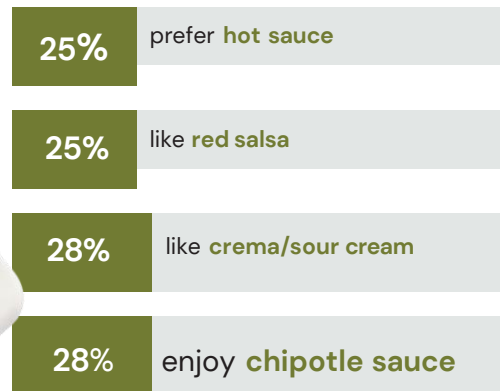
Flavor, Layered

Consumers want flavor built in layers, where creamy richness, fresh contrast, and just right heat come together in every bite.

Toppers: Fresh, Creamy, and Customizable

Toppings bring balance and personality to Mexican flavors, as consumers reach for fresh, creamy, and spicy additions that let them customize every bite.

Creamy and spicy options are highly popular:



Cheese-based and fresh toppings are also favored:

enjoy **queso dip**
like **green salsa**
prefer **pico de gallo**



Peppers: Recognizable Heat Wins

Familiar peppers drive consumer preference for heat, with chipotle and jalapeño setting the tone and chilis like habanero and poblano expanding the range.

Chipotle and jalapeño are the most recognized and enjoyed chilis:

42% of respondents enjoy or recognize **chipotle**

41% enjoy or recognize **jalapeño**

Other popular chilis:

31%
enjoy or
recognize
habanero

30%
enjoy or
recognize
poblano

24%
enjoy or
recognize
serrano



Source: dsm-firmenich Tastelounge – Mexican Food & Beverage CI November 2025

Flavors Layered Tamarind

Tamarind, Mexican Style

The umami craze is globally-inspired but pushed by Asian roots drawing attention to flavors like **Gochujang**, **furikake** and **tamarind** to grow and become popular.

Tamarind isn't from Mexico originally, but in the centuries since its arrival it has become one of the staple flavors of Mexico's cuisine.

Tamarind delivers craveable sweet-sour umami with authentic Mexican roots and fusion-ready appeal—perfectly matching consumers' appetite for bold, layered flavors.

Tamarind is emerging as a major flavor to watch in the savory food category, particularly in the United States during 2025–2026. North America is projected to emerge as the fastest-growing market between 2026 and 2033, **propelled by rising adoption of plant-based, clean-label, and functional ingredients.**

Its unique flavor profile—combining tartness, molasses-like sweetness, and umami-enhancing qualities—aligns with the consumer shift from simple sweet/salty tastes toward complex, high-acid, globally-inspired flavors

~40–50%

Accounts for the F&B Tamarind extract usage and is the fastest-growing application segment, driven by **sauces, condiments**, snacks, and beverages





Fiesta Chips & Fire Salsa

Crisp tortilla chips seasoned with bright cilantro and zesty lime, paired with smoky fire-roasted tomato salsa for a bold, fresh flavor combination that's perfect for dipping and sharing.

Flavors & Technologies

Usage Levels

NATURAL SOUR CREAM POWDER 864031 P	0.15%
NATURAL VINEGAR POWDER 862070 TPC0659	1.00%
NATURAL CULTURED DAIRY FLAVOR 861760 TPC0299	0.15%
NATURAL LIME JUICE POWDER 862096 TPO488	2.50%
NATURAL CILANTRO EXTRACT 515161	10%
NATURAL LEMON JUICE POWDER 862089 TPO488	0.75%
NATURAL FLAVOR (SOUTHWEST CHIPOTLE TYPE) 864348 CB	0.25 %



Salsa Verde Dressing

A zesty, vibrant green sauce made primarily from fresh herbs, tomatillos, or green chilies, offering a tangy, mildly spicy flavor that complements salads, proteins, and vegetables

Flavors & Technologies

Usage Levels

NAT FLAVOR (CHILI VERDE TYPE)	0.50%
NAT FLAVOR (X HOT JALAPENO TYPE)	0.25%
NAT FLAVOR (PEPPER CUMIN TYPE)	0.20%





Spicy Tamarind BBQ

A tangy, spicy & slightly

sweet, and smoky condiment that combines the unique sourness of tamarind with classic barbecue flavors to create a bold and versatile sauce

Flavors & Technologies

Usage Levels

NATURAL FLAVOR (WOODFIRE GRILL) 864506 CB	0.30%
NAT CHILI FLAV WONF (SRIRACHA TY) 390420 12904TH	0.07%
NAT TAMARIND FLAVOR WONF 050006 2560T	0.20%





Green Chile Chicken Breakfast Burrito

A hearty breakfast wrap filled with zesty green chili chicken sausage, fluffy scrambled eggs, and rich Manchego cheese. Served with a side of smoky fire-roasted tomato salsa for a bold, flavorful kick.

Flavors & Technologies

Usage Levels

MANCHEGO TYPE 050027 F33105	1.00 – 2.00%
NATURAL FLAVOR (CHILE VERDE TYPE) 868626 CB	0.50 – 1.00%
NATURAL FLAVOR (PEPPER CUMIN TP) 864751 CB	0.10 – 0.20%
NATURAL PEPPER FLAVOR WONF (POBLANO TYPE) 517953 TH	0.05 – 0.10%
NATURAL UMAMI FLAVOR 864055 CB	0.20 – 0.40%





Kickin' Relleno Chicken Soup

All the flavors of your favorite chile relleno: gooey cheese, roasted peppers, savory chicken, reimagined in a bold, slurpable bowl. Top it off with tortilla crunch and a queso drizzle for extra oomph.

Flavors & Technologies

Usage Levels

NATURAL FLAVOR (CHICKEN TYPE) 864998 CB	0.25 - 0.50%
PEPPER JACK CHEESE FLAVOR O50027 F33039	0.50 - 2.00%
NATURAL CHILI LIME FLAVOR WONF 864836 CB	0.20 - 0.50%
NATURAL PEPPER FLAVOR WONF (POBLANO TYPE) 517953 TH	0.05 - 0.10%
NATURAL FLAVOR (UMAMI TYPE) O50023 162CB	0.10 - 0.30%





Monterey Jack Chili Con Queso

Creamy, melty Monterey Jack cheese blended with a touch of chili heat for a bold, savory queso experience. Served with crisp, golden tortilla chips—perfect for dipping and sharing.

Flavors & Technologies

Usage Levels

NATURAL CHEDDAR CHEESE FLAVOR O50027 F23008	1.00 - 2.00%
CREAM CONCENTRATE O50027 F40116	0.40 - 2.00%
NATURAL JALAPENO WONF POWDER 862072 2TPO359	0.10 - 0.40%
NATURAL FLAVOR (UMAMI TYPE) O50023 162CB	0.10 - 0.30%
SAVORY CHEDDAR CHEESE FLAVOR O50027 F23177	0.20 - 1.00%
CONCENTRATED BUTTER 5X O50027 F11004	1.00 - 2.00%



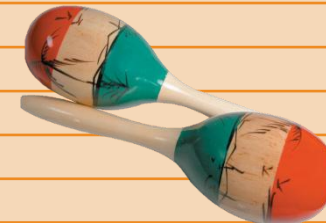
Korean Beef & Guajillo Crunch Bowl

Tender braised beef over fluffy rice, topped with a zesty cilantro-lime slaw and a smoky guajillo chili crisp. Sweet-savory depth meets bright citrus snap and chili heat for a bold, satisfying Korean-Mex fusion in every bite.

Flavors & Technologies

Usage Levels

NATURAL APPLE JUICE 862225 TPO286	0.75 - 2.00%
NATURAL FLAVOR (MEAT TYPE) 864775 CB	0.50 - 1.00%
NATURAL FLAVOR (SOY PASTE CHICKEN TYPE) 864023 CB	0.25 - 0.50%
NATURAL FLAVOR (TERIYAKI TYPE) 050023 0729CB	0.25 - 0.50%
NATURAL FLAVOR (WOK TYPE) 869336 2CB	0.20 - 0.50%
NATURAL FLAVOR (UMAMI TYPE) 864055 CB	0.20 - 0.40%
NATURAL GINGER FLAVOR 050023 0788TPO954	0.05 - 0.20%
NATURAL PEPPER FLAVOR WONF (GUAJILLO TYPE) 515807 TH	0.20 - 0.50%
NATURAL FLAVOR (WOODFIRE GRILL TYPE) 500790 T	0.10 - 0.30%
NATURAL LIME JUICE POWDER 862096 TPO488	0.10 - 1.00%
NATURAL CILANTRO WONF 540661 TPO504	0.05 - 0.25%





Hibiscus Agua Fresca

Bright, floral hibiscus steeped to perfection and lightly sweetened for a refreshing, ruby-red sip. Finished with a hint of citrus for a crisp, thirst-quenching twist that’s as vibrant as it is smooth.

Flavors & Technologies

Usage Levels

NATURAL PINEAPPLE WONF 599470 2C	0.05 - 0.10%
NATURAL HIBISCUS FLAVOR WONF 553638 8T	0.025 - 0.05%
NATURAL LIME FLAVOR SOL W 050024 297SW10	0.005 - 0.015%





Beer-ia

An elevated culinary twist on your favorite Mexican Birria Tacos. A rich seasoned beef broth shot infused with beer and topped with Oaxaca cheese foam.

Flavors & Technologies

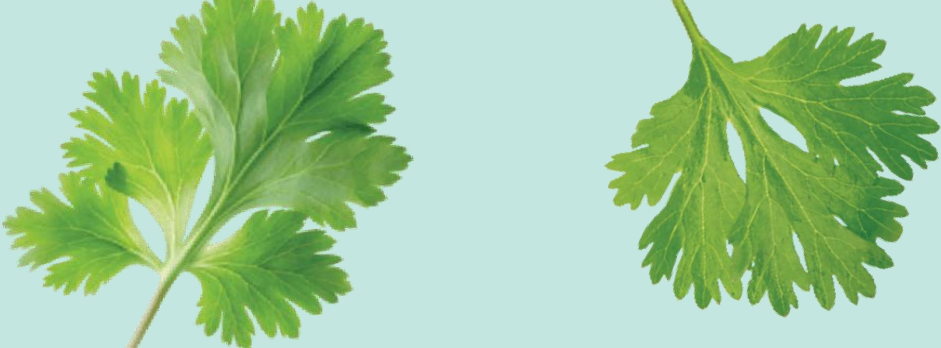
Usage Levels

NATURAL FLAVOR (UMAMI TYPE) 050023 162CB	0.10 – 0.30%
NATURAL LIME JUICE POWDER 862096 TPO488	0.10 – 1.00%
NATURAL FLAVOR (BEEF TYPE) 864575 CB	0.25 – 0.75%
NATURAL FLAVOR (TALLOW TYPE) 050023 177CB	0.05 – 0.25%
MAXAVOR KEY BEEF BX-H 12763	0.20 – 0.50%
NATURAL CHICKEN FLAVOR WONF (FAJITA TY) 050023 22CB	0.20 – 0.50%
NATURAL BEER WONF (STOUT TYPE) 514098 TPO904	0.10 – 0.25%
MAXAGUSTO G-28 13036	0.03 – 0.20%
NATURAL CHEESE FLAVOR OAXACA TYPE 050027 F33196	1.00 – 3.00%



Still hungry?

Good. There’s no shortage of flavor to support iteration, expansion, and innovation.



Proteins

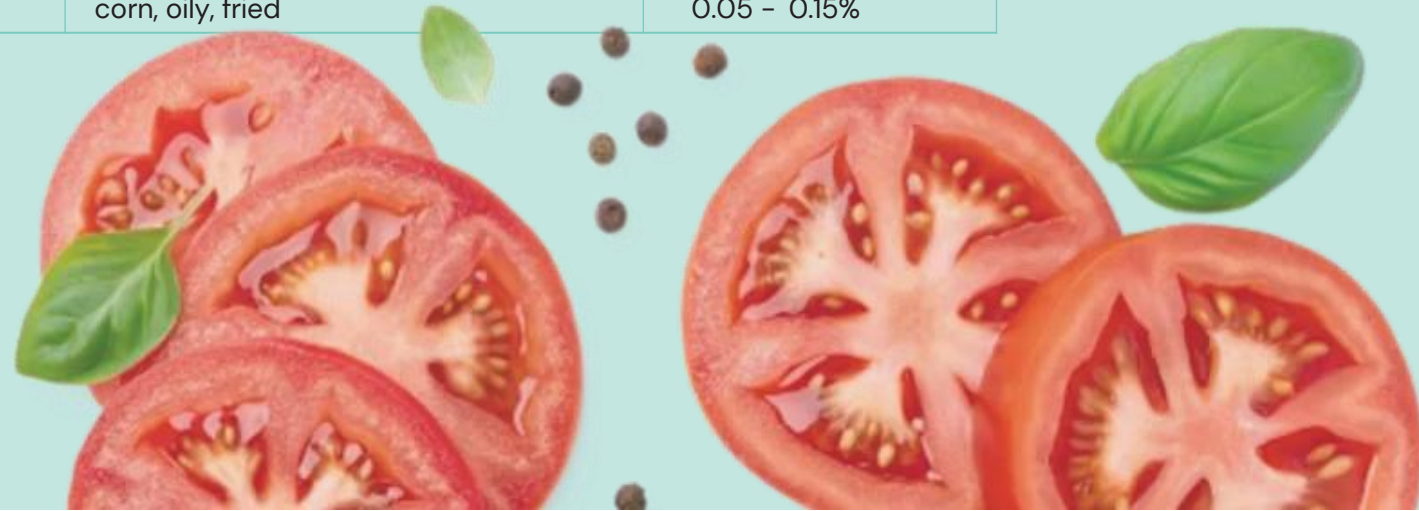
Flavor	Descriptor	Use Level
NATURAL FLAVOR (CHICKEN TYPE) 864998 CB	meaty, brothy	0.25 – 0.50%
NATURAL FLAVOR (SOY PASTE CHICKEN TYPE) 864023 CB	hot, fermented, soy	0.25 – 0.50%
NATURAL FLAVOR (BEEF TYPE) 864575 CB	boiled, meaty	0.25 – 0.75%
NATURAL FLAVOR (TALLOW TYPE) 050023 177CB	fatty, meaty	0.05 – 0.25%
MAXAVOR KEY BEEF BX-H 12763	beefy, umami, yeasty	0.20 – 0.50%
NATURAL CHICKEN FLAVOR WONF (FAJITA TY) 050023 22CB	meaty, lime, brothy	0.20 – 0.50%
CHICKEN FLAVOR WONF 864600 3PVUM	boiled, meaty, brothy	0.25 – 1.00%

Herbs & Spices

NATURAL CHILI LIME FLAVOR WONF 864836 CB	lime, cumin, spicy	0.20 – 0.50%
NATURAL FLAVOR (SOUTHWEST CHIPOTLE TYPE) 864348 CB	tomato, cumin, garlic, spicy, smoky	0.25 – 0.50%
NATURAL FLAVOR (PEPPER CUMIN TP) 864751 CB	cumin, peppery, smoky	0.10 – 0.20%
NATURAL GINGER FLAVOR 050023 0788TPO954	fresh, spicy, citrus	0.05 – 0.20%
NATURAL CILANTRO EXTRACT 515161 T	fatty, herbal, green	0.05 – 0.25%
NATURAL CILANTRO WONF 540661 TPO504	fatty, green, aldehydic	0.05 – 0.25%
NATURAL FLAVOR (TERIYAKI TYPE) 050023 0729CB	brown, ginger, soy sauce, sweet	0.25 – 0.50%

Peppers & Vegetables

Flavor	Descriptor	Use Level
NATURAL PEPPER FLAVOR WONF (POBLANO TYPE) 517953 TH	green, spicy, roasted, fresh	0.05 – 0.10%
NATURAL FLAVOR (CHILE VERDE TYPE) 868626 CB	fresh, green, smoky	0.50 – 1.00%
NATURAL PEPPER FLAVOR WONF (GUAJILLO TYPE) 515807 TH	smoky, dried fruit, spicy	0.20 – 0.50%
MAXAGUSTO G-28 13036	garlic, sauteed	0.03 – 0.20%
NATURAL JALAPENO WONF POWDER 862072 2TP0359	fresh, green, hot	0.10 – 0.40%
MAXAGUSTO O-3113035	roasted, alliaceous	0.03 – 0.30%
MAXAVOR RYE T 1741	acidic, cooked, fleshy	0.05 – 0.50%
NATURAL FLAVOR (CHILI DE ARBOL TYPE) 868699 CB	spicy, acidic, smoky	0.10 – 0.50%
NATURAL SERRANO PEPPER FLAVOR WONF 517952 TH	green, hot, fresh, spicy	0.05 – 0.25%
JALAPENO X HOT FLAVOR 597616 C	green, hot, spicy	0.10 – 0.30%
NATURAL GARLIC FLAVOR WONF (FRESH TYPE) 539746 SN	fresh, raw, alliaceous	0.05 – 0.25%
NATURAL FLAVOR (VINE RIPENED TOMATO TYPE) 557208 SN	tomato, green, fresh, ripe	0.10 – 0.50%
NATURAL FLAVOR (AVOCADO TYPE) 517389 TH	fatty, green, creamy	0.10 – 0.30%
NATURAL FLAVOR (FRIED CORN TYPE) 516046 T	corn, oily, fried	0.05 – 0.15%



Dairy

Flavor	Descriptor	Use Level
PEPPER JACK CHEESE FLAVOR 050027 F33039	buttery, nutty, spicy	0.50 - 2.00%
MANCHEGO TYPE 050027 F33105	buttery, sharp ,nutty	1.00 - 2.00%
NATURAL SOUR CREAM POWDER 864031 P	dairy, acidic, milky, fermented	0.10 - 0.40%
NATURAL CULTURED DAIRY FLAVOR 867160 TPC0299	creamy, milky, buttery, fresh	0.10 - 0.40%
NATURAL CHEESE FLAVOR OAXACA TYPE 050027 F33196	savory, creamy	1.00 - 3.00%
NATURAL CHEDDAR CHEESE FLAVOR 050027 F23008	medium/aged, umami	1.00 - 2.00%
CREAM CONCENTRATE 050027 F40116	sweet, creamy, cultured	0.40 - 2.00%
SAVORY CHEDDAR CHEESE FLAVOR 050027 F23177	umami, salty, creamy	0.20 - 1.00%

Flavor Enhancers

NATURAL FLAVOR (UMAMI TYPE) 050023 162CB	umami, brothy	0.10 - 0.30%
NATURAL UMAMI FLAVOR 864055 CB	umami, brothy	0.20 - 0.40%
NATURAL FLAVOR (WOK TYPE) 869336 2CB	sesame, fatty, oily	0.20 - 0.50%
NATURAL VINEGAR POWDER 862070 TPC0659	acetic, astringent	0.25 - 1.00%
NATURAL FLAVOR (WOODFIRE GRILL TYPE) 500790 T	grilled, woody	0.10 - 0.30%
NATURAL BEER WONF (STOUT TYPE) 514098 TP0904	dark, malty, alcoholic	0.10 - 0.25%

Fruit

NATURAL LEMON JUICE POWDER 862089 TP0488	fresh, juicy, acidic	0.50 - 1.00%
NATURAL PINEAPPLE WONF 599470 2C	sweet, ripe	0.05 - 0.10%
NATURAL HIBISCUS FLAVOR WONF 553638 8T	floral, fresh, citrus	0.025 - 0.05%
NATURAL LIME FLAVOR SOL W 050024 297SW10	peely, fresh	0.005 - 0.015%
NATURAL APPLE JUICE 862225 TP0286	juicy, sweet, fruity	0.75 - 2.00%
NATURAL LIME JUICE POWDER 862096 TP0488	fresh, juicy, peely, sweet	0.10 - 1.00%
NATURAL PINEAPPLE JUICE POWDER 862218 TP0186	fruity, juicy, savory	0.10 - 1.00%
NATURAL ORANGE JUICE 862091 TP0388	juicy, sweet, citrus	0.10 - 1.00%



A woman with dark, wavy hair and a nose ring, wearing an orange button-down shirt over a yellow top, is seated at a table. She is holding a soft-shell taco filled with tomatoes and green beans. The table is covered with a red cloth and has a white plate with more food, a glass of white milkshake, and a woven basket. The background is blurred, showing an outdoor setting with wooden chairs.

Thank you!



We bring progress to life