



Scent and Taste Insights

TAKING IT TO (AND FROM) THE STREETS

ORIGINS OF STREET FOOD

Street food is simple, fresh, authentic food prepared for quick consumption. It is usually served in carts, booths, or trucks that are found in public places like markets, fairs, and parks.



Street food is an international phenomenon. It is said that street food originated in ancient Greece. Originally, street food was developed to feed the working class who could not afford expensive cuisine or ingredients or did not have fully equipped home kitchens.

Today, street food is consumed and enjoyed globally regardless of one's socioeconomic class. Thanks to travel, immigration, migration, and social media, street food is mainstream and influential in cuisines around the world.



THE FOOD TRUCK PHENOMENON

The U.S. food truck phenomenon started in California and hit critical mass in 2010. Now gourmet food trucks can be found around the world.

Food trucks enable individuals, not necessarily chefs, to experiment and create an eclectic mix of food, cuisines, flavors, and textures. This has led to an explosion of fusion flavors in a variety of food categories and applications.

The success of food trucks has led to brick-and-mortar restaurants referred to as truck-to-table while restaurants have expanded their brand and presence with food trucks.

POPULARITY OF STREET FOOD

Whether in trucks, booths or carts, street food has been trending for more than a decade.

Consumers look for new experiences and authenticity. Street vendors meet the demand by bringing different cultures and flavors together and allowing consumers to experiment without needing to travel.



Food on the go has been popularized on social media. For example, as of August 2023, the hashtag #streetfood on TikTok garnered more than 31.4 billion views. With the high visibility of food trucks, Gen Z relies heavily on convenient food. Technomic's College and University Trend Report found that 42% of Gen Z are interested in street food on menus.

According to Datassential, 49% of consumers say they are interested in global street foods, and the term "street" now appears on 9.3% of menus, up 111% over the last 10 years. Restaurant menus that mention street food are expected to steadily grow and are projected to reach 11.2% menu penetration by 2026.



TAKE A BITE OUT OF STREET FOOD

From the U.S. to South America to Asia to Europe to Africa, street food is enjoyed around the world. There are a myriad of popular street foods and flavors ranging from salty to sweet to spicy.

In the U.S., hot dogs, pretzels, and roasted nuts are some of the more popular street food options, but other parts of the world offer many more options.

Common street foods in Mexico include tamal (corn masa dough with a savory or sweet filling wrapped in corn husks or leaves and steamed) and chamoyada (frozen mango beverage with chamoy, a salty, sweet, sour, and spicy condiment). In Europe, France is known for its iconic crêpes, while England is associated with fish & chips, and Greece has its gyro.

Street food in India is so widespread it has its own word. According to Taste of Home, chaat "describes an entire category of Indian street foods that offers the palate a symphony of flavors and textures." Some popular Indian street food includes aloo tikki (Indian potato patties) and mysore pak (ghee, sugar, and gram flour cookie).

Other parts of Asia are known for their street food culture as well with hawker centers (open-air complexes with street food vendors) in Hong Kong, Malaysia, and Singapore. A few examples of popular Asian street food are Chinese bao (steamed bun with savory or sweet filling), Vietnamese banh mi (sandwich with pate and pickled vegetables), and Singapore chili crab.

BRI 284MCT 12-METHYLTRIDECANAL (10% in Medium Chain Triglycerides)

Bedoukian's 284MCT 12-METHYLTRIDECANAL captures the naturalistic, fatty nuances to enhance the grilled meat character found in savory products, such as tallow, chicken, and beef. It is also great for broths and stews to add an authentic hearty character to create a fuller, more desirable taste.



THE INFLUENCE OF STREET FOOD

Popular street foods from abroad have been influential and are becoming mainstream in the U.S. Places like Mexico and Asia with street food cultures are leading the way. For example, Mexican churros (cinnamon sugar fried doughnut sticks) and elote (street corn) have gained momentum. In 2018, churros were found on 5% of U.S. menus with 38% growth over the past four years, according to Datassential. In addition to a menu item, churros are showing up in specialty shops such as El Churro in New York City and even in flavors such as Oreo Churro-Flavored Crème. Similarly, elote is gaining traction. According to Datassential, in 2020, elote was found on only 2% of menus in American restaurants, but it has increased by more than 110% over the past four years. Elote is not only appearing on menus, it has been popping up as a flavor in dips, snacks, and ice cream.

A recent example of the influence of Mexican street food is with IHOP, a chain of restaurants most known for breakfast pancakes. IHOP has its own interpretation of tacos with four sweet and savory flavors including Breakfast Pancake Taco, Caramel Banana Pancake Taco, Country Chicken and Gravy Pancake Taco, and Fresh Strawberry Cheesecake Pancake Taco.

There has also been an influx of popular Asian street food in the U.S. such as boba/bubble tea. Boba are small chewy tapioca pearls frequently found in bubble tea. The explosion of bubble tea is apparent on U.S. restaurant menus, standalone bubble tea bars, and packaged food and beverage. Datassential reported that boba is found on 1.3% of menus, a 73% increase over the past four years from 2022. Takoyaki (Japanese fried balls of octopus) is another common street food emerging in the U.S. In 2023, Takoyaki was found on 0.7% of menus, up 80% over the past four years, according to Datassential.

GOOD FOOD SMELLS GREAT

On the fragrance side, gourmand scents inspired by baked goods, sweets, fruits, and beverages are trending. Savory scents are nascent and slowly developing.

For example, in 2022, Idaho Potato



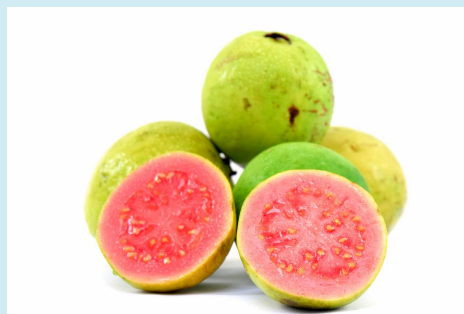
commissioned the Frites by Idaho limited-edition fragrance. This year, Italian New York restaurant Jupiter collaborated with D.S. & DURGA on the D.S. & DURGA x Jupiter Pasta Water candle. It's described as, "The candle captures an unexpected aromatic experience - the scent of boiling water cooking pasta with top notes of saline water along with semolina wheat

heart notes and base notes kept a chef's secret."

Expect to see fragrances inspired by street food emerge.

BRI 493 GUAVANATE™

[Bedoukian's GUAVANATE](#) is versatile for flavor and fragrance formulations. It offers exotic, musty, tropical notes characteristic of pink guava and creamy mango accords. Guavanate is exceptional for tropical fruit flavors such as mango, guava, the sweet part of durian, longan, grapefruit, melon, apple, banana, and pineapple. It can also bring out the creamy notes of coconut and sweet dairy flavors. It's tropical, ripe, juicy, sweet aroma also makes it perfect to impart a clean fruity impression and adds lift to the top notes of fragrances.



THE FUTURE OF STREET FOOD

As individuals look for food experiences and travel has reopened, consumer interest in street food continues to gain momentum. Fortunately, individuals no longer need a passport to experience global flavors and cuisines. Bedoukian's high-impact aroma and flavor molecules are versatile and excellent in enhancing your savory and sweet street food and beverage formulas.

CLEANING UP THE WORLD

Our last newsletter highlighted sustainability and sustainable initiatives. We asked, "What steps are you taking in your personal life to improve your environmental footprint?" Below are the great "green" ideas that were shared:

- Buy used items and recycle your old clothes, furniture, etc.
- Wash laundry in cold water instead of hot water
- Find or start a food swap



- Make your own household cleaners
- Collect rainwater for watering household plants and gardens

For this newsletter, we'd like to know who is Charles Goodnight and why is he associated with the National Mobil Food Vendor Day in the U.S.?

Email us your answer to marketing@bedoukian.com. The first person with the correct answer will win a prize.

FUN FACT

Approximately 2.5 billion people eat street food every day!

Migration from rural areas to urban neighborhoods has created a daily demand among many working people to eat outside of the home. Street food vendors are filling the need and often offer quality food for less than the cost of a meal in established restaurants.



For any questions about [Bedoukian's products](#) or to request samples, please contact us at 203-830-4000 or send us an [email](#). We look forward to hearing from you!



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