



# STREET FOOD COLLECTION

*Snack Category EAME*



**snacks to savor**  
for great snacking moments

## Step 1: Market Trends

### *The street food phenomenon*



**MENU** Ala\* **TURKO** kebabs

*Street food may not be new, but there is no denying that it remains a **huge trend**. There's no mistake that street food has **revolutionised the way we eat**. There's no denying that the public want **quality, tasty, value for money** food on-the-go made by **authentic** small producers using **sustainably sourced ingredients**.*

**83%** of street food market users are under 40 years old

**72%** of people like the variety of flavours in street food.

Street food is increasing consumers' interest in **adventurous flavours and spices**.

Multi-vendor sites [...] are on the rise, offering a **carnival atmosphere**

People perceive street food as **restaurant quality but less expensive** than a restaurant. Therefore, street food is seen to be great value by those who consume it.

Part of the street food experience is to be treated as an individual to have a **personalised eating out experience**.

The reason people like street food is because of the variety and being able to see **fresh ingredients** being prepared in front of them.

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# Step 2: Consumer & Customer Insights

## Consumers View



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Source: Symrise Street interviews in London, on the 10<sup>th</sup> of June 2016  
1. How did you hear about this market? 2. How have you chosen your meal? 3. 3 words to summarise your experience? 4. What do you like about it? 5. What do you dislike about it?

# Step 3: Product Trends

## Street Food Fever



### The Classics



Lay's **Giant Burger** Flavoured Potato Crisps  
*Belgium*



Chio Master Crok Corn Snack with **Pizza** Flavour  
*Czech Republic*



Lorenz Snack-World Crunchips X-Cut Crunchy Potato Chips with **Kebab & Onion** Flavours  
*Hungary*

### The Latinos



Specially Selected **Flame-Toasted Steak Fajita** Tortilla Chips  
*UK*



Lay's **Cheese Quesadilla** Flavoured Potato Crisps  
*Poland*



Vicente Vidal Jalisco Style **Mexican Taco** Flavoured Potato Crisps  
*The Netherlands*

### The tapas



Manomasa **Manchego and Green Olive** Tortillas  
*Italy*



Lay's **Herb Tapas** Flavoured Potato Crisps  
*Poland*

### The Trendy



Sainsbury's Taste the Difference **Maple BBQ Pulled Pork** Flavour Potato Crisps  
*UK*



Lay's **Strong Hot Chicken Wings** Flavoured Potato Crisps  
*Poland*



1001 Delights **Köfte** Snack  
*Spain*

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Source: Mintel GNPD where Region matches one or more of Middle East & Africa, Europe, Sub-Category matches one or more of Bean-Based Snacks, Cassava & Other Root-Based Snacks, Corn-Based Snacks, Potato Snacks, Rice Snacks, Vegetable Snacks, Wheat & Other Grain-Based Snacks, Popcorn, Nuts, Date Published matches less than one year ago, Launch Type matches one or more of (New Variety/Range Extension, New Product) and Flavours does not match one or more of [Flavours Unavailable, Multiple Flavour, Unflavoured/Plain] as the flavour. <sup>4</sup>  
N = 2,788 results found.

# Step 4: Finding a Solution

*Learn. Inspire. Discover.*



A lot of food has been tasted....  
*... from different parts of the world*

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Step 5: What Symrise offers  
*Our Street Food inspired Collection*



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ALWAYS  
INSPIRING  
MORE...



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