

The Asian Invasion

- Alcohol/Beer
- Candies
- Chips/Snacks
- Chocolates
- Condiments
- Cooking Sauces
- Hor d'oeuvres
- Ice Cream
- Marinades
- Meat Seasonings
- Nuts
- Pasta
- Pre-made Foods
- Rice
- Salad Dressings
- Soup



Let Trilogy help add a little Eastern flare to your every bite

Asian Cuisine enjoys a healthy perception! Americans are becoming more sophisticated and bold in their search for foods that score high on their registers of healthy living and uniqueness of flavor. As a result, Americans are increasingly exposed to ethnic cuisine when they eat out. The American palate is intrigued by the Asian influence of salty, spicy, sweet and sour flavors.

In many cases, this experience has already changed American food buying habits. They are increasingly spending more and more of their food budget on the purchase of Asian foods. This phenomenon has helped push the sales of Asian cuisine to the second largest share (29%) of the ethnic food market. Mintel reports that sales of Asian foods have increased nearly 15% from 2007-09 compared to the entire market growth of 10%.

Mintel's research clearly suggests that the pursuit of healthy living infuses foreign flavors into our non-ethnic meals. Once consumers get a taste for the international flavors they like, they will begin to replicate more ethnic dishes in their at home cooking. The result: The Asian Invasion.

Trilogy's Flavors

- Cardamom
- Chili Pepper
- Chinese Star Anise
- Cilantro
- Coconut
- Coriander
- Cumin
- Curry
- Fennel
- Ginger
- Lemongrass
- Sesame
- Soy
- Thai Basil
- Turmeric
- Wasabi



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