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Welcome
In the
WORLD of TASTE!

SPREADS & FILLINGS

TRENDS & INNOVATIONS

FOOD & BEVERAGE TOP TRENDS 2026



While the top trends for 2026 showcase the enduring and growing importance of **PROTEIN** and **DIGESTIVE HEALTH**, other health benefits, along with **INDULGENCE**, **CARE FOR THE PLANET**, and **PRODUCT PRICING** also matter to consumers around the world.

TREND 1

POWERHOUSE PROTEIN

Protein remains a wellness powerhouse; consumers are seeking it for overall health in various formats and occasions.

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Protein plus | High absorption | Weight control

PROTEIN **PLUS** SPREADS

15% Protein content
less than 2% total sugars



3 OF **5** consumers globally say:
I ACTIVELY INCLUDE **MORE**
PROTEIN IN MY DIET

Welcome into the world of indulgence
without guilt!

32% Growth In NEW F&B LAUNCHES Tracked Featuring Protein
And At Least One Health* Claim

Global, YoY Jul 2023-Jun 2024 vs. Jul 2024-Jun 2025



Welcome into the world of indulgence
without guilt!

15% Protein content
less than 2% total sugars



PROTEIN **PLUS**

Meet our New Protein
enriched **spread range**

A delicious and versatile way to increase
your protein intake, but also to offer
yourself a moment of pleasure without
the feeling of guilt.

PROTEIN PLUS

15% PROTEIN CONTENT

Allow the labelling "High Protein"

LOW SUGAR – reduced sugar content (<2%)

NON-CALORIC Sweeteners

Delicious taste, similar to classic variations, no aftertaste

	Product	Product code	Features
1	BROWNIES spread PROTEIN PLUS	860451	Chocolate spread, with high protein content (15%), low sugar content, sweetened with natural sweetener (maltitol)
2	CHOCOLATE spread PROTEIN PLUS	860452	Chocolate spread, with high protein content (16%), low sugar content, sweetened with natural sweetener (maltitol)
3	CHOCOLATE & HAZELNUT spread PROTEIN PLUS	860430	Chocolate & Hazelnut spread, with high protein content (16%), without sugar, sweetened with natural sweetener (maltitol)
4	CARAMEL spread PROTEIN PLUS	D0946/23	Caramel spread, with high protein content (19%), without sugar, sweetened with natural sweetener (maltitol)
5	COCONUT spread PROTEIN PLUS	860453	Coconut flavored spread with high protein content (16%), without sugar, sweetened with natural sweetener (maltitol)
6	HAZELNUT spread PROTEIN PLUS	D0746/24	Hazelnut spread, (10% hazelnut paste + 5% hazelnut pieces) with high protein content (16%), without sugar, sweetened with natural sweetener (maltitol)
7	PISTACHIO SPREAD with KADAYIF PROTEIN PLUS	860456	Pistachio spread (15% pistachio paste + 20% kadayif pieces) with high protein content (17%), low sugar, sweetened with natural sweetener (maltitol)
8	PEANUT spread PROTEIN PLUS	D0647/24	Peanut spread, (15% peanuts paste + 5% peanuts pieces) with high protein content (17%), low sugar, sweetened with natural sweetener (maltitol)
9	ROXELLA spread PROTEIN PLUS	860673	Hazelnut spread with roasted hazelnut pieces, with high protein content (16%), without sugar, sweetened with natural sweetener (maltitol)
10	RUM & CHOCO spread PROTEIN PLUS	D0803/23	Rhum flavored chocolate spread with high protein content (16%), without sugar, sweetened with natural sweetener (maltitol)
11	STRAWBERRY flavoured SPREAD PROTEIN PLUS	860432	Strawberry flavored spread with high protein content (18%), low sugar, sweetened with natural sweetener (maltitol)

Indulgence without guilt!

TREND 3
LAYERS OF DELIGHT

Indulgence is evolving into a multidimensional experience; elevating the moment and mood and combining sensory richness with well-being.

Multisensory | Mood-boosting | Texture play

60% of consumers globally say:
I WANT TO EXPLORE NEW THINGS
WHEN I TRY TO INDULGE.



26% growth in new food & beverages launches tracked with indulgent claims

	Product	Product no.
1	BONITA spread	D0059/2025
2	COCOA spread	D0132/2024
3	COCOA spread UTZ	860668.UTZ
4	COCOA spread (in product)	860200
5	COOKIES LEMON spread	D0380/25
6	CHOCOLATE & BANANA spread	D392/23
7	CHOCOLATE & HAZELNUTS spread	860976
8	DARK CHOCOLATE spread	860273
9	DOBOS CAKE TYPE spread	D398/23
10	DON RAFE spread	860438
11	GIANDUIA spread	D389/23
12	HAZELNUT spread	D0130/2024
13	LOTO'S crispy spread	D0869/2024
14	LOTO'S spread	D0893/2025
15	MACARONS spread	860691
16	MILLE FEUILLE spread	D405/23
17	PEANUT BUTTER spread	860688
18	PRETZEL spread	D0789/2024
19	RASPBERRY SPREAD with dehydrated raspberry pieces	D397/23
20	SACHER TORTE TYPE spread	D167/23
21	SNYX spread	860686
22	VANILLA spread	860457
23	ZUPPA INGLESE spread	D391/23
24	WHITE CHOCOLATE spread	D0131/2024
25	WHITE spread	860212

Discover a new level of indulgence!
Meet our Speciality Spread range.

A wide range of choices to satisfy every craving. From velvety smooth to delightfully crunchy, there's a flavor for everyone.



Flavours of Dubai

Starting from the Dubai Chocolate frenzy, Expertarom Food Ingredients has created the Flavours of Dubai concept – a versatile collection of premium creams, spreads, and fillings designed to bring the opulence of oriental tastes to retail shops, confectioneries, pastry shops, and gelato shops.

This versatile and innovative concept offers a range of spreadable and bake stable Creams and Fillings with Pistachio paste and Kadaif, designed to inspire new and reimagined dessert creations.



PISTACHIOMANIA

	Product	Product no.
1	PISTACHIO spread 20%	Do870/24
2	PISTACHIO spread 18%	860440
3	PISTACHIO spread 15%	760497
4	PISTACHIO crispy spread (5% paste +5% pieces)	860856
6	PISTACHIO SPREAD 10%	760511
7	PISTACHIO spread 9%	860445
8	PISTACHIO CREAM bakestable	860444
9	PISTACHIO & KADAYIF spread (8%+15%)	760498
10	PISTACHIO WITH KADAYF	875743



TREND 2 GUT HEALTH HUB

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Consumers increasingly see gut health as the gateway to holistic wellness, sparking demand for benefits across body and mind.

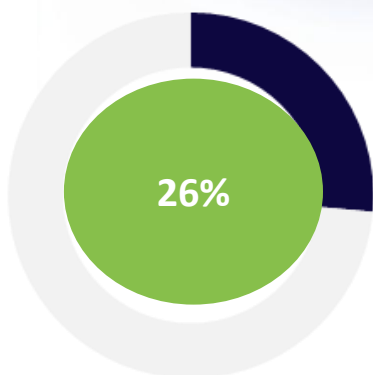
Weight management | Stress relief | Immune strength |
Fiber | Microbiome

	Product Name	Code	Features
1	PATESA Fruit spread PEACH & APPLE & CARROTS	860946	Fruit spread; 45% fruit content; Vitamins A,C,E 15% RDI
2	PATESA Fruit spread BANANA & APPLE & CARROTS	860826	Fruit spread; 45% fruit content; Vitamins A,C,E 15% RDI
3	PATESA Fruit spread RASPBERRY & APPLE & CARROTS	860947	Fruit spread; 45% fruit content; Vitamins A,C,E 15% RDI
4	PATESA MARACUJA + CHIA SEEDS	D597/22	Passionfruit filling with chia, 25% fruits, bake stable
5	PATESA KIWI + CHIA SEEDS	D596/22	Kiwi filling with chia, 25% fruits, bake stable

1 in 5 consumers globally say that **functional ingredients** intended for better physical health **are worth paying more for.**



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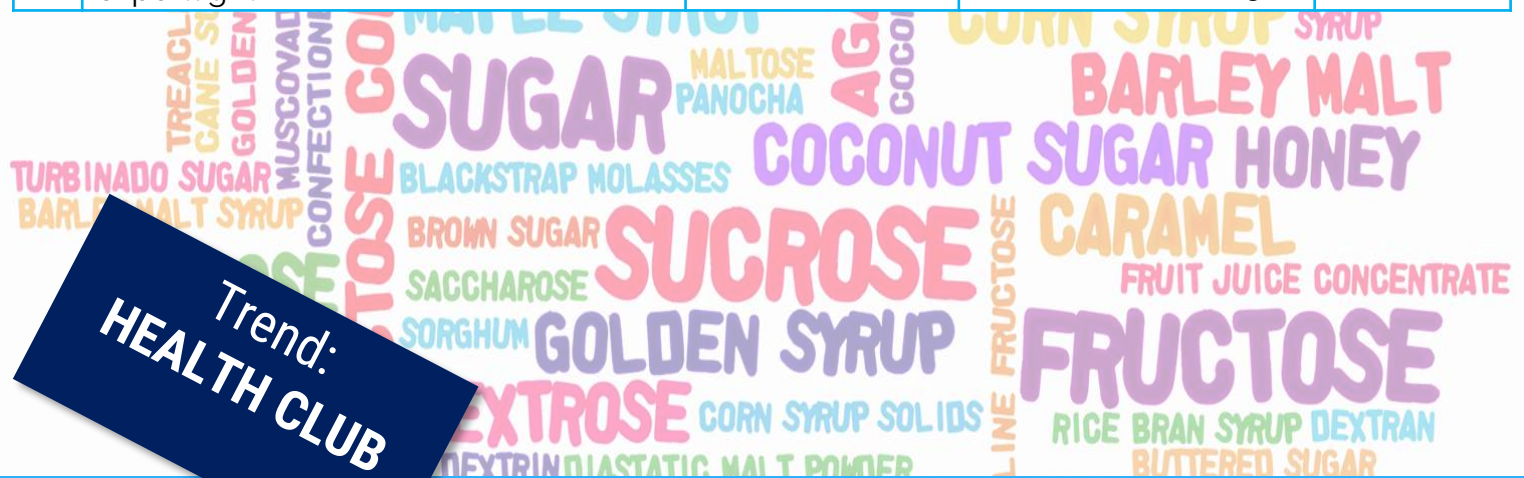
Consumers choose products that improve nutrition or body function and wellbeing (e.g., **vitamin-rich, superfoods**).



FILLINGS WITH REDUCED SUGAR CONTENT

Sugar free / Low sugar content (<5%)
Lower energy value (40% less calories than classic fillings)
Low calorie sweeteners
Great taste and texture, no after-taste
Bake & freeze/thaw stable

	Product	Product no.	Features	Fruit content %
1	CREMESA APRICOT expertlight	890110	Spreadable cream 2,1% sugars With sweeteners	40%
2	PATESA BLUEBERRY expertlight	860897	Fruit spread, 14%, low sugar (1,5%). With sweeteners	14%
3	CHOCOLATE spread SUGAR FREE	860416	Sugar free spreadable cream With sweeteners	
4	STRAWBERRY FILLING expertlight	D0622/2022	With sweeteners, Fiber Content: 10.2 g	35%
5	PATESA STRAWBERRY expertlight	860899	Fruit spread, 16%, low sugar (0,9%). With sweeteners	16%
6	RASPBERRY FILLING expertlight	D0621/2022	With sweeteners, Fiber Content: 10.2 g	35%



Trend:
HEALTH CLUB

expertlight

TREND 6 MADE FOR MOMENTS

Food heritage is driving choice by offering comfort, identity, and authenticity in uncertain times.

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Occasions | Snacking | Convenient formats

	Product	Product no.	Features
1	PATESA ORANGE & GINGER	D1021/2024	fruit 26%
2	PATESA PLUMS & NUTS	D1049/25	31% plums; 10% walnuts Bake stable
3	PATESA APPLE & CINNAMON	860521.18	60% apple, bake stable
4	PATESA ORANGE GINGER APRICOT	860793	Fruit Content min.8%

WINTER TASTES



Occasions | Snacking | Convenient formats

	Product	Product no.	Fruit content %	Features
1	PATESA Grapefruit	D0593/2022	25%	20% citric pulp
2	PATESA Lemon & Mint	D0591/2022	25%	20% citric pulp
3	PATESA Lemon	D0590/2022	25%	20% citric pulp
4	PATESA Mandarin	D0589/2022	25%	20% citric pulp
5	PATESA Elderflower & Lemon	D0592/2022	25%	20% citric pulp

Enjoy the *lemonade* taste

in your favourite pastry



**Trend:
MADE FOR
MOMENTS**



COBRANDING

A sure way to success

Cobranding in the food industry not only enhances brand visibility but also creates a synergy that benefits both partners. By aligning with an established name, companies can tap into new customer bases and gain instant credibility.



One of the most successful ways to make business

- Consumer Recognition
- Opening Doors
- Piggybacking on the Brand name

Trend:
**MADE FOR
MOMENTS**



COBRANDING

	Product	Product no.
1	DON RAFAE Cream Bakestable	860438
2	ROXELLA Cream Bakestable	860427
3	BONITA Cream	D0101/2026
4	SNYX Spread	860686
6	Cremesa ENERGY	890068



FERRERO



Kinder

SNICKERS



Notes

TREND 9

CRAFTING TRADITION

Food heritage is driving choice by offering comfort, identity, and authenticity in uncertain times.

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Regional recipes | Traditional methods | **Childhood favorites**

	Product name		Code no.
1	CREMESA SEMOLINA PUDDING		860437
2	MILK CREAM & RASPBERRY	MILK CREAM (11% milk powder) PATESA RASPBERRY 25% bs	D0825/2025 860635
3	FOREST FRUIT & MILK CREAM	MILK CREAM (11% milk powder) PATESA FOREST FRUITS (60%) (STRAWBERRY, BLACKCURRANT, BLUEBERRY),	D0825/2025 860557

23% of consumers globally answered:

"MAINTAINING AND PRACTICING TRADITIONAL RECIPES." at question: Which are the most important values to you in your diet? ...

Trend:
**CRAFTING
TRADITION**

Trend:
**LAYERS
OF DELIGHT**



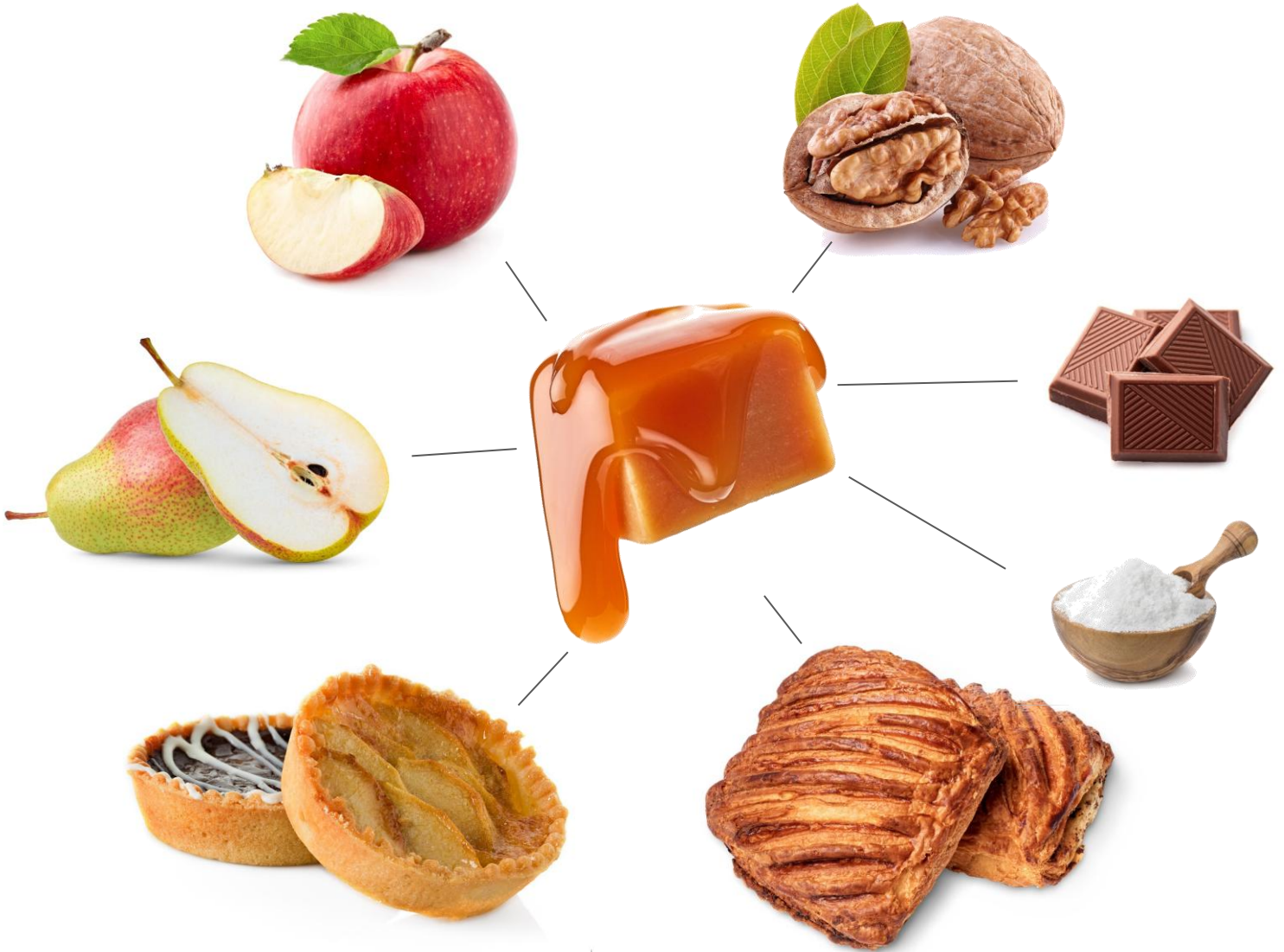
INNOVATION from AMERICAN BREAKFAST

Regional recipes | Traditional methods | Childhood favorites

	Product	Ingredients	Product code
1	PB & STRAWBERRY JELLY	SNYX SPREAD PEANUTS (25%) SPREAD Bake stable PATESA STRAWBERRY	860686 860890
2	PB & PEACH	SNYX SPREAD PATESA PEACH 45% FRUIT, bake stable	860686 D0811/2025



... while **17%** EXPLORING
DIVERSE CULTURES THROUGH
FOOD



CARAMEL & FRIENDS

From a caramel filled pastry, to desserts, cakes or ice-cream and even in drinks, caramel always finds its place! There is a wide array of ingredients that pair well with caramel, including fruits, all sorts of nuts, chocolate and coffee. But also spices, herbs, peppers and seeds! Consumers love it!

	Product	Product no.
1	CREMESA CARAMEL & MILK PREMIUM (in product)	760595
2	CREMESA CARAMEL MILK	890058
3	CREMESA CARAMEL	890053
4	CREMESA SALTED CARAMEL	890089
5	CREMESA SALTED CARAMEL	890133
7	CARAMEL FILLING	890107
8	PATESA CARAMEL & WALNUTS	D0400/2023
9	PATESA CARAMEL & APPLES with apple cubes	890049
10	CARAMEL FILLING, VEGAN, LONG LIFE	860692

When people are seeking comfort flavors, caramel does not only satisfy their need for comfort via nostalgia but is also seen as

highly indulgent,

and therefore an

ABSOLUTE FAVORITE

across generations.



CLASSICS

NEVER GROW OLD

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APPLE FILLINGS

Whether you prefer the comforting familiarity of a classic apple pie or the excitement of a spiced apple tart, there's no denying the timeless appeal of apple fillings.

So the next time you're craving a taste of nostalgia or seeking a new culinary adventure, consider incorporating apple fillings into your baking repertoire for a delightful and scrumptious experience.

The aroma of freshly baked apple pie wafting through the air is enough to entice anyone's taste buds.

APPLE FILLINGS

	Product	Product no.	Features
1	PATESA APPLE	860521	60% fruit content, bakestable.
2	PATESA APPLE WITH RAISINS & NUTS	D572/23	40% apple cubes, 10% raisins, 8% walnuts.
3	PATESA APPLE	D573/23	80% apple cubes apple note.
4	PATESA APPLE	D574/23	80% apple cubes, apple note.
5	PATESA APPLE	D575/23	60% apple cubes+20% apple puree, with green apple note.
6	PATESA APPLE	D577/23	60% apple cubes, apple note.
7	PATESA APPLE & CINNAMON	D578/23	80% apple cubes, with apple & cinnamon note.
8	PATESA APPLE & RAISINS	D584/23	40% apple cubes & 10% raisins





PATESA PUMPKIN

Tasty and healthy! Did you know that...

- Pumpkin is surprisingly rich in antioxidants and vitamins? 100 grams of this vegetable provides us with 70% of the daily requirement of vitamin A.
- A portion of cooked pumpkin provides approximately 20% of the 60 mg of vitamin C needed daily?
- Besides the fact that it provides a small number of calories, pumpkin is a generous source of polyphenolic flavonoid antioxidants and carotenoids?
- It is a source of fiber, which helps to maintain satiety over time?



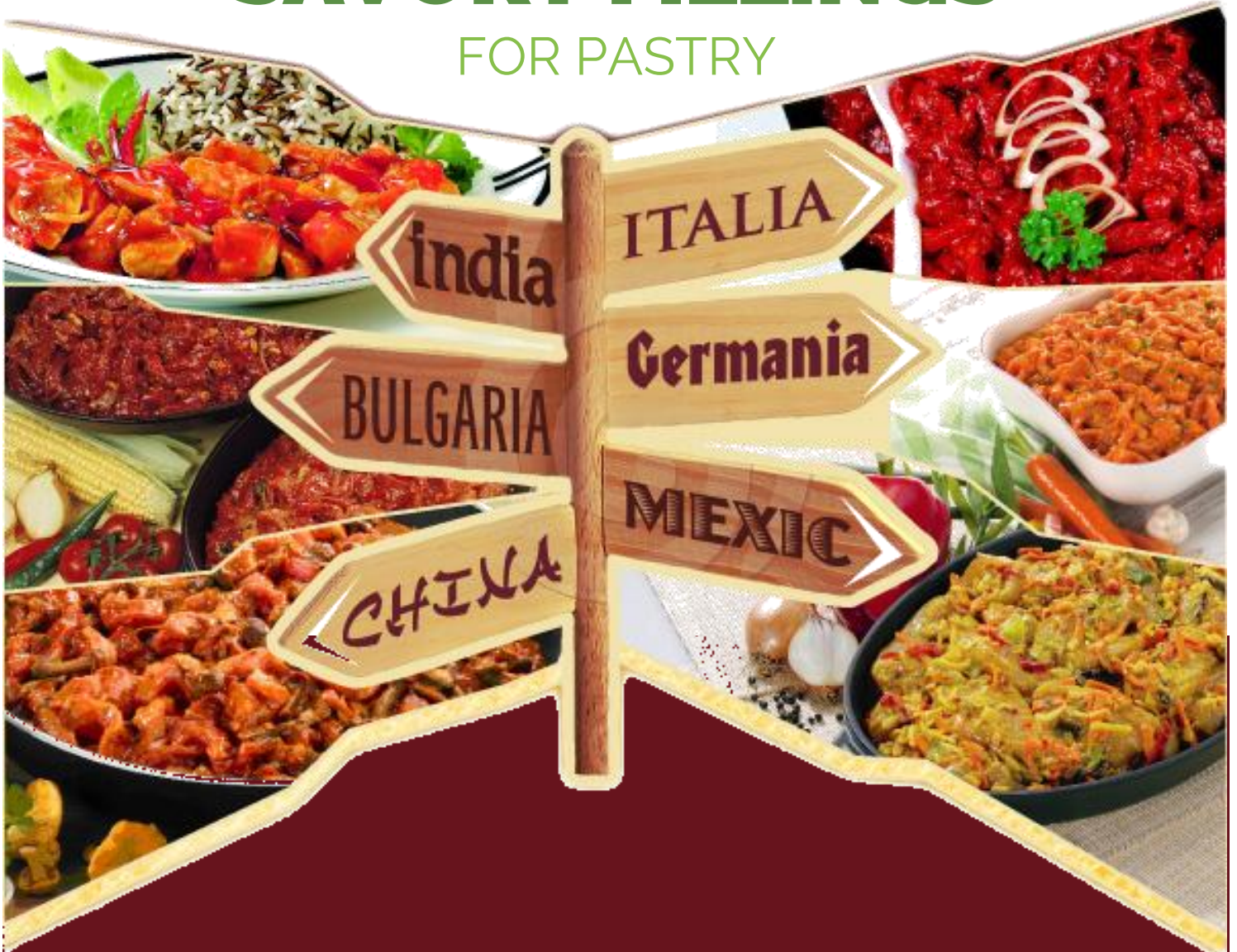
PATESA PUMPKIN

	Product	Code
1	PATESA PUMPKIN	860540
2	PATESA PUMPKIN & PEAR	D124/24
3	PATESA PUMPKIN & PINEAPPLES	D0125/2024
4	PATESA PUMPKIN & PEACH	D126/24
5	PATESA PUMPKIN & ORANGES	D134/24
6	PATESA PUMPKIN & MELON	D135/24
7	PATESA PUMPKIN & APPLES	D136/24



SAVORY FILLINGS

FOR PASTRY



TRAVEL AROUND THE WORLD
ON THE WINGS OF **TASTE**

Snacking

Convenient and handy

Impulse

Fun & Trendy (festivals, street food, etc.).

Suitable for in-outs or weekly/monthly international specialties,

The variety of flavors will take the consumer on a journey around the world.

**Great taste and texture;
Highly bake stable & freeze-thaw stable;
Safe and easy to use (no precooking);**

	Product	Product no.	Features
1	ASIAN style filling	D579/23	Ready-to-use filling, sweet & sour taste, with specific Asian vegetables (bamboo, peppers, mung bean sprouts, cabbage, onions, leeks, black mushrooms and champignons)
2	KEBAP filling	878208	Ready-to-use filling with specific middle-east taste, with 30% vegetables and yogurt powder.
3	HUNTER'S style filling	878207	Ready-to-use filling with mushrooms
4	MEXICAN filling	878251	Ready-to-use filling with vegetables corn, red beans, bell peppers)
5	HAMBURGER Filling + BARBEQUE Filling	D582/23	Ready-to-use filling with meat flavor, vegetables and soy flakes,
6		878178	30% mustard; 30% barbecue sauce; spices
7	HOT-DOG filling	878179	Ready-to-use filling with mustard, tomato paste and spices



*Imaginile reprezintă sugesții de prezentare!

**Great taste and texture;
Highly bake stable & freeze-thaw stable;
Safe and easy to use (no precooking);**

	Product	Product no.	Features
1	BLUE CHEESE filling	878169	Ready-to-use, Bake Stable filling with 5% blue cheese powder
2	QUATRO FROMAGGI filling	878204	Ready-to-use filling with 5% cheese mix (Parmesan, telemea, Emmentaler, Roquefort).
3	TELEMEA CHEESE filling	S145/22	Ready-to-use filling with 35% Telemea cheese
4	TELEMEA CHEESE filling	S188/22	Ready-to-use filling with 35% Telemea cheese
5	SPINACH & CHEESE filling	D0615/23	Ready-to-use filling with 35% Spinach and 6.5% cheese powder.
6	MUSHROOM filling	D0614/23	Ready-to-use filling with 50% mushrooms, rounded with onion and spices
7	PIZZA filling	D0622/23	Ready-to-use filling with vegetables and spices
8	PIZZA PREMIX	S172/22	390 g Pizza Premix 1000 g water Leave to hydrate for 20-30 miutes



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