



... we create tomorrow's
snack seasonings
for you... Today!

Your tasting package contains 2 bags of flavoured crisps and seasoning for you to try at your convenience.

If you would like to try our other seasonings please send an e-mail to our sales-team who will be happy to organise this for you.



Flavours from the Middle East – an emerging trend.

Tabbouleh, harissa, dukkah, za'atar, tahini, hummus – whether it's a dish or a spice mix, the Middle East's influence on cuisine is becoming increasingly diverse and widespread. Several spices from the Orient are already the talk of the town in Europe. In the snack sector, however, oriental flavours are absolutely new and still an insider secret for snack manufacturers.

Major international events such as the Dubai Expo 2020, the T20 World Cup, the Abu Dhabi Grand Prix and, last but not least, the FIFA World Cup 2022 repeatedly put the Middle East in the media spotlight. At the same time, these countries are becoming increasingly popular with tourists. The distinctive oriental dishes and flavours are therefore finding more and more attention and approval in European cuisine.

Fresh ideas for the kitchen

Couscous instead of pasta, harissa instead of chilli sauce, pita bread instead of baguette, pomegranate molasses instead of honey, sumac instead of lemon and dukkah instead of classic meat seasoning. Middle Eastern cuisine has a lot to offer and brings spice and freshness to the table. The influence of oriental cuisine is strongly felt throughout Europe. The trend in the United States is also moving in this direction. Za'atar, for example, is one of the fastest growing spice blends on this market.

Middle Eastern influences have already found their way into many kitchens, but in the area of snack seasonings, oriental flavours are still in their infancy. They will certainly become more prevalent in the coming months and eventually become part of the standard range.

Oriental snack seasonings

Hügli's product developers have been working intensively on the emerging trend of Middle Eastern flavours in recent months, resulting in nine delicious oriental snack seasonings. The Hügli team has many years of experience in developing new snack seasonings for several types of food products: potato and tortilla chips, popped chips and pellets, crackers and popcorn, nuts and seeds as well as clusters and extrudates. Hügli supports its customers through the entire process until the new snack is ready for the market.

... we are your trend research and development partner.



Customer

Do you have an idea for a new snack? Are you looking for an innovative partner for the seasoning? Then Huegli is the right choice. With our portfolio of ingredients in all sectors of the food industry, we are well positioned to provide unique solutions for your snacking needs.



Research

Through our collaboration with independent and renowned research companies in Europe, we are ahead of emerging trends. Our international network allows us a comprehensive view of the snack market.

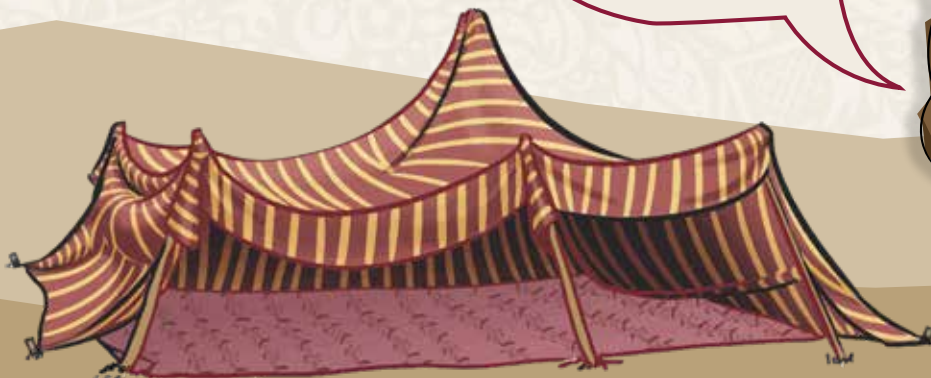


Development

Our focused team supports you from the first enquiry right through a successful product launch. We develop customised solutions for you so that the product fits your needs perfectly. Think of us as an extension of your own development team.

... your **Snack Base** + ... our **Snack Seasonings** = ... your **Trendy Snack**

... we combine trends, your ideas and taste!



Flavours of the Orient

1

Snackmix Khyar Bi Laban

Art. No.
M120636

Traditional yogurt and cucumber dip with pleasantly fresh mint.



2

Snackmix Fattoush

Art. No.
M120637

Oriental bread salad with fresh vegetables and tangy lemon.

3

Snackmix Seven Spice

Art. No.
M120638

The balanced everyday spice of Lebanese cuisine.

4

Snackmix Falafel

Art. No.
M120639

Authentic Falafel Spice mix – a classic in oriental cuisine.



Free
samples
Try now!

5

Art. No.
M120640

Snackmix **Harissa**

The traditional chilli paste as seasoning for your snack, a combination of heat and spicy flavours.



Free
samples
Try now!

6

Art. No.
M120642

Snackmix **Chicken Shawarma**

The barbecue classic from the Middle East. Oriental marinated chicken, slowly roasted on the fire.



7

Art. No.
M120641

Snackmix **Za'atar**

The freshness of thyme in combined with the sour note of sumac and the toasty aromas of sesame.



8

Art. No.
M120643

Snackmix **Kufta**

The oriental meatball, traditionally spiced and grilled minced lamb meatball.



9

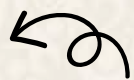
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Snackmix **Oriental Style Bio 21**

Spices in the oriental style, as you know them from the bazaar, warm and harmonious.

Organic

Want to try other varieties? Order now for free!



**SCAN &
ORDER**



We are an international food company specialising in the production and sale of soups, sauces, bouillons, seasonings, functional foods, desserts, ready meals, delicatessen specialities, snack seasonings and flavours.

Huegli Snack is a specialised business unit within the Huegli Group of companies, supplying seasonings and other ingredients to snack manufacturer's right across Europe.

Put your trust in our heritage of more than 80 years of experience and one of the most modern mixing plants in Europe.

Excerpt from our certificate portfolio.
Please contact us for further certification options.



Certified for all requirements.

Our products meet a wide range of requirements, individually tailored to your needs.

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