

JBA website article **30 March 2026: Blackcurrant is the official 2026 Flavour of the Year!**

The Blackcurrant is the official 2026 'Flavour of the Year'!

Every year for the last 26 years McCormick & Company has released a 'Flavour Forecast' - a high level report used by chefs and food companies - to predict what consumers around the globe will be craving next.

And for 2026 McCormick has named the blackcurrant **the flavour of the year!**

McCormick & Company is one of the world's leading flavour brands, specialising in herbs and spices, seasoning mixes and condiments. Their prediction will be backed by the might of their own global marketplace strategies.

McCormick has officially scheduled their flagship promotion for the '2026 Flavor of the Year, Black Currant', in New York City on Friday 24 April.

The centerpiece of the campaign is an immersive dining event in New York called "Sensoria: The Black Currant Experience."

This is a multisensory, multi-course tasting event designed to move the flavor "from forecast to fork." It features custom soundscapes, aromas, and visual elements curated to showcase the versatility of blackcurrant in both sweet and savory dishes.

The promotion is led by McCormick's Executive Chef, Hadar Cohen Aviram, who has highlighted the berry's "vibrant intensity" in professional kitchens. As part of this NYC launch, McCormick is debuting two specific products:

- * Sweet & Smoky Naturally Flavored Black Currant Seasoning: A blend featuring blackcurrants with aged red jalapeño, oak smoke, and toasted onion.

- * Black Currant Finishing Sugar: Designed for both desserts and modern mixology.

This will be the start of a year long program for consumers around the world, showing how to enjoy the amazing 'flavour bomb' that is the blackcurrant. And proving its wonderful culinary versatility.

For me, this whole McCormick initiative is truly beautiful. As an industry, blackcurrants have needed a champion to take the food and sensory values of the beautiful berry to the next level. To not only give it a wonderful new look and purpose on the plate and in the glass, but most importantly, to do it on a scale that transforms the perception of the blackcurrant globally.

We have had our research champions change the way consumers see the value of the blackcurrant for human wellbeing: in sport, brain health and even physical beauty.

And now we have a new champion: a company that has seen the organoleptic value of the blackcurrant for all the senses: visual, mouthfeel, aromatic and taste. A company that has developed global strategies for a berry that deserves and will now get, global demand on a scale we, as an industry, could have only dreamt of.

Thank you McCormick & Company. As a food marketer for some decades I am in awe of, humbled by, your initiative. Truly!

In future articles I will follow McCormick's development of their programme, especially as it relates to the Japanese consumer. And I will get some recipes that can be used by our website readers in their own home.

Yoroshiku onegaishimasu.

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