

# Future Food Asia 2025 – Where Taste Meets Transformation

## ASIA'S CULINARY REBOOT

Trends, Innovation &  
Recipes Shaping 2025

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# Asia on the Move: The Flavor Future Begins

**Across Asia-Pacific, a new generation of eaters is reshaping the culinary landscape.** The appetite for modern, conscious food choices is booming—and it's not just about sustainability. For today's consumers, plant-forward eating is about flavor, flexibility, and feeling good.

Young, urban, and digitally connected, APAC consumers are turning to plant-based meals because they deliver on multiple fronts:

- **BETTER FOR HEALTH**  
Lighter, balanced meals that fit modern lifestyles
- **BETTER FOR THE PLANET**  
Aligning with rising climate and sustainability awareness
- **AND BETTER TASTING THAN EVER BEFORE**  
Thanks to innovation, spice, and regional flair





55% choose plant-based alternatives

#### According to Innova Market Insights:

- 55% of Chinese consumers regularly enjoy plant-based meat and dairy alternatives
- In Singapore, the category is growing fast, fueled by tech-savvy foodies and strong government support
- Flexitarianism is thriving: nearly 40% of Chinese consumers now identify as flexitarian – well above the global average

**This cultural shift offers a huge opportunity for chefs, restaurants, and food brands to rethink menus.** The future is flexible, flavor-driven, and fast-moving – and the most successful players will be those who combine regional authenticity with next-gen innovation.

## What's Shaping the Flavor Future?

To meet the rising expectations of a new generation of eaters, the industry needs more than just good intentions – it needs bold ideas, smart concepts, and a deep understanding of local taste. Here's a closer look at **five key trends** that are redefining food culture across Asia Pacific in 2025.





# 5 Key Trends for 2025



## 1.

### HEALTHY FAST FOOD, REINVENTED

Standardized Quality  
Meets Speed & Nutrition

Fast food is shedding its old image. Today's consumers expect meals that are not only quick and affordable but also nutritious and clean. In urban hotspots like Singapore and Hong Kong, **fast-casual concepts are booming – offering global flavors with a local soul.**

Centralized cooking hubs are transforming the game for chain restaurants. **By combining ready-to-eat convenience with restaurant-level freshness,** they ensure consistency across everything from American-style burgers to Chinese stir-fries and Southeast Asian fusion bowls.

## 2.

### GLOBAL MEETS LOCAL: THE FLAVOR REMIX

Innovation Rooted in Tradition

While health matters, taste rules – especially in markets like Singapore. **The most successful menus don't follow trends, they fuse them.** By mixing beloved regional flavors with innovative techniques and formats, chefs are creating dishes that feel both familiar and exciting.

### 3.

## BOLD FLAVORS, LOCAL HEAT: THE SZECHUAN EFFECT

Authenticity That Hits Hard

**Szechuan cuisine's fire and depth make it a standout choice for plant-forward reinvention.**

Known for its bold oils, fermented chili pastes, and signature peppercorn heat, it naturally elevates the complexity of modern meat alternatives.

By capturing these intense flavor profiles in plant-based proteins, dishes like Szechuan-style stir-fries keep their soul while meeting evolving dietary preference

### 4.

## INNOVATION AS IDENTITY

Culinary Storytelling That Captivates

Today's diners crave more than just meals – they're after **experiences**. Immersive settings, unexpected flavor combinations, and visually striking presentations turn dining into story-telling.

Leading-edge innovations:

- **Fermentation-forward ingredients** add depth, umami, and gut-friendly benefits
- **Next-gen textures** mimic traditional meat without compromise
- **Bold prep techniques** keep things plant-based while dialing up the flavor
- **The result?** Menus that surprise, engage, and keep guests coming back.

### 5.

## HOLISTIC MENUS FOR MODERN LIFESTYLES

Flexibility Is the New Standard

Consumers no longer think in absolutes. Instead, they want options: plant-based, meat-based, pescatarian, allergen-free, clean-label – you name it. **The smartest menus now embrace a “mix-and-match” philosophy** that satisfies every preference without losing culinary identity.

By building holistic, hybrid menus, restaurants meet diverse needs while staying true to what they do best. It's not about replacement – it's about enhancement.



# Up Next: From Trends to the Plate

**At CREMER Sustainable Foods (CSF), we don't just observe trends – we turn them into real culinary solutions.**

Backed by an advanced production facilities in Singapore, we combine global food production expertise with deep regional insight to bring flavor-forward, flexible, and healthy products to the tables of tomorrow.

All our products are developed and manufactured in Singapore using advanced High Moisture Extrusion (HME) technology to deliver authentic taste, meat-like texture, and 100% plant-based nutrition.

Whether raw-form, semi-finished, or coated, our ingredients are flexible, clean-label, Halal-certified, and kitchen-ready.

But we go beyond manufacturing: with tailored product recommendations, collaborative R&D, culinary support, and recipe cards, we help chefs and food businesses translate trends into memorable, modern dishes.

Our products are made for this moment.  
**Get inspired and see the difference through our professional tips and real-life applications.**

# Vibrant Wasabi-Yuzu Poke Bowl with CREMER Plant-Based Chicken Chunks

## Trend 1: Healthy Fast Food, Reinvented

A fresh, colorful bowl full of texture, flavor, and function – perfect for the health-conscious fast-casual scene.

### INGREDIENTS

#### For the Bowl:

- 1 cup roasted sweet potato, diced
- 1 cup cherry tomatoes, halved
- 500 g CREMER plant-based chicken chunks
- ½ cup mung beans, cooked
- ½ cup lentils, cooked
- 2 spring onions, chopped
- 2 cups cooked rice (white or brown)

#### For the Wasabi-Yuzu Dressing:

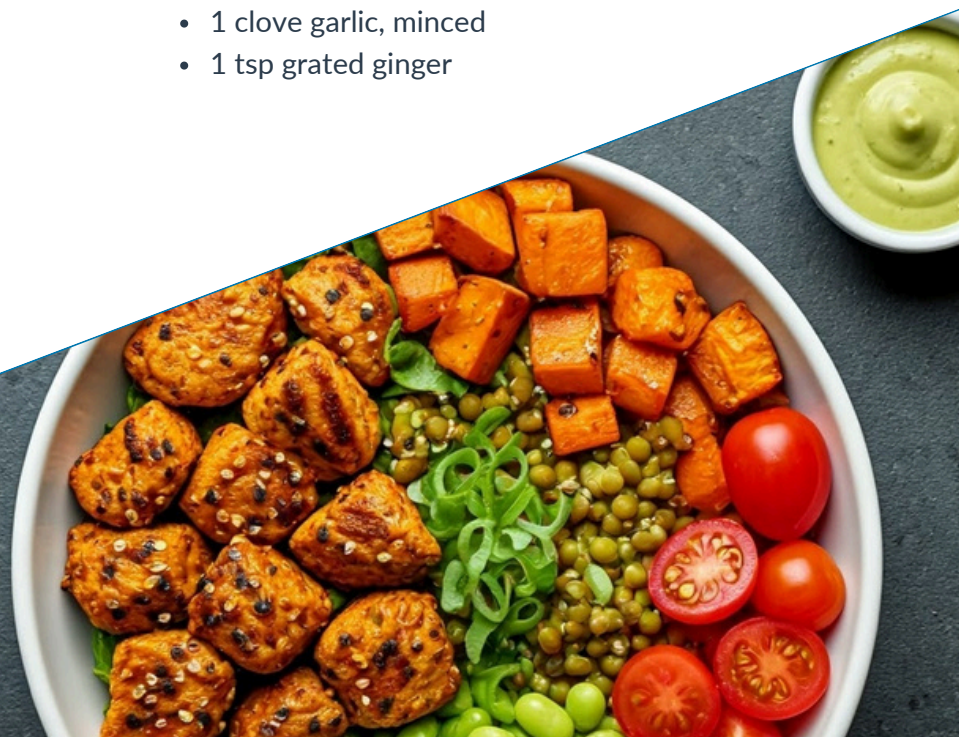
- 2 tbsp wasabi paste
- 3 tbsp yuzu juice (or lemon juice)
- 2 tbsp soy sauce
- 1 tbsp rice vinegar
- 1 tbsp sesame oil
- 1 tsp honey or agave syrup
- 1 clove garlic, minced
- 1 tsp grated ginger

### PREPARATION

- 1. Roast the sweet potato:** Toss with oil, salt, and pepper. Roast at 200°C for 20–25 min.
- 2. Cook the chicken chunks:** Sear in a pan with oil for 5–7 minutes until golden.
- 3. Make the dressing:** Whisk all ingredients until smooth.
- 4. Assemble the bowl:** Layer rice, sweet potato, tomatoes, chicken, legumes, and onions.
- 5. Drizzle with dressing** and serve immediately.

#### | Pro Tip:

Our plant-based chicken chunks are high in protein, delivering the same nutritional value as conventional chicken without compromising on taste or texture. Developed and manufactured in Singapore to high quality standards, they are the perfect base for fresh, balanced fast-casual bowls like this one.





# Crispy Coated Plant-Based Nuggets with Spicy Gochujang Sauce

## Trend 2: Global Meets Local – The Flavor Remix

A Korean street-food-inspired snack that delivers bold heat and craveable crunch.

### INGREDIENTS:

- 500 g CREMER plant-based chicken poppers

### For the Gochujang Sauce:

- 3 tbsp gochujang
- 2 tbsp soy sauce
- 2 tbsp rice vinegar
- 2 tbsp brown sugar
- 1 tbsp sesame oil
- 2 cloves garlic, minced
- 1 tsp grated ginger
- 1 tbsp water (optional)

### For Garnish:

- Sesame seeds
- Chopped green onion

### PREPARATION

- 1. Make the sauce:** Simmer all sauce ingredients for 2–3 min until thickened.
- 2. Fry the nuggets:** Deep-fry at 180°C for 4–5 minutes until golden and crispy.
- 3. Toss & serve:** Coat nuggets with the warm sauce, garnish, and serve hot.

### | Perfect Fit:

CREMER Chicken Poppers come pre-coated and ready to use, making them ideal for creative seasoning like this Gochujang sauce. Our convenience products integrate smoothly into existing kitchen workflows, ensuring quick preparation and consistent quality – perfect for global-inspired street food concepts.



# Szechuan-Spiced Plant-Based Chicken Stir-Fry

## Trend 3: Bold Flavors, Local Heat – The Szechuan Effect

A fiery stir-fry that channels the intensity of Szechuan cuisine with full flavor and no compromise.

### INGREDIENTS:

#### For the Stir-Fry:

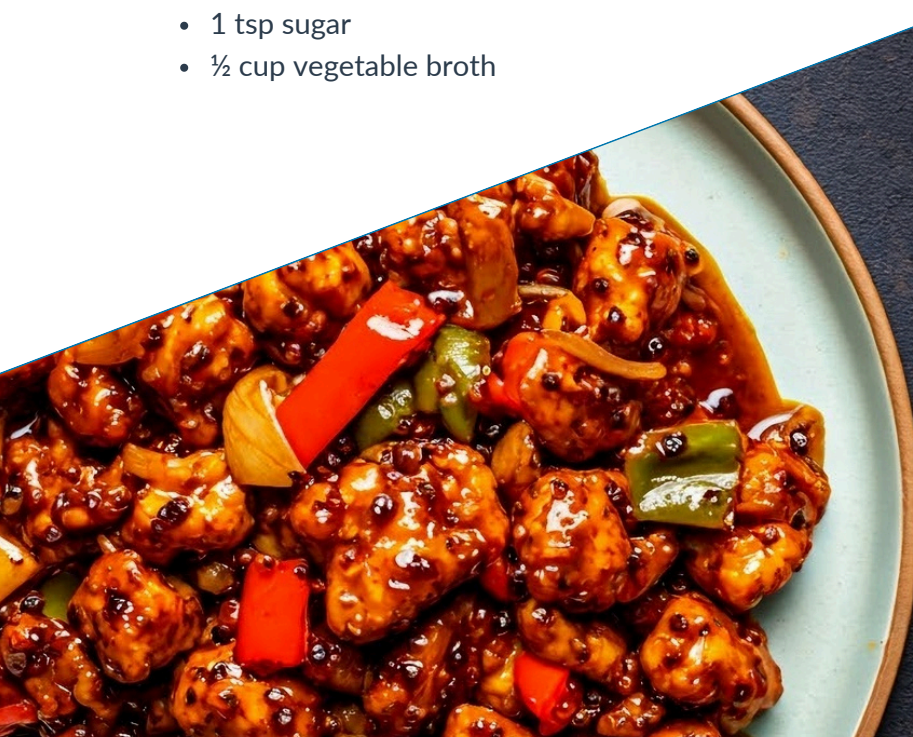
- 500 g CREMER plant-based chicken chunks
- 2 tbsp vegetable oil
- 2 cloves garlic, minced
- 1 tbsp ginger, grated
- 1 tbsp Szechuan peppercorns, crushed
- 1 red bell pepper, sliced
- 1 green bell pepper, sliced
- 1 carrot, julienned
- 1 cup broccoli florets
- 2 green onions, chopped

#### For the Sauce:

- 2 tbsp soy sauce
- 1 tbsp rice vinegar
- 1 tbsp hoisin sauce
- 1 tbsp chili paste (optional)
- 1 tsp sugar
- ½ cup vegetable broth

### PREPARATION

- 1. Make the sauce:** Combine all sauce ingredients.
- 2. Cook the chicken:** Sauté garlic, ginger, and peppercorns; add chicken and brown. Remove.
- 3. Stir-fry veggies:** Cook vegetables until crisp-tender.
- 4. Combine:** Return chicken, add sauce, toss to coat. Simmer 2–3 min and serve over rice or noodles.



### | Authentically Plant-Based:

With our in-house culinary team, we craft plant-based products that replicate the taste and texture of traditional meat, making dishes like this Szechuan stir-fry an easy yet authentic adaptation, offering all the depth of flavor without animal ingredients.





# Kimchi BBQ Mini Burger with Hoisin-Mayo

## Trend 4: Innovation as Identity

A modern street-style burger that fuses bold flavors, fermentation, and indulgent textures.

### INGREDIENTS (FOR 1 BURGER):

- 1 CREMER plant-based beef slider

#### For the Kimchi:

- 1 napa cabbage, chopped
- 1 tbsp salt, 1 tbsp sugar
- 2 garlic cloves, minced
- 1 tbsp ginger, grated
- 2 tbsp gochugaru
- 1 tbsp soy sauce
- 1 tbsp rice vinegar

#### For the Hoisin-Mayo Sauce:

- 3 tbsp vegan mayo
- 1 tbsp hoisin sauce
- 1 tsp lime juice

**Garnish:** Fresh coriander, fried onions

### PREPARATION

- 1. Make quick kimchi:** Salt cabbage, let sit 1–2 h, rinse, mix with remaining ingredients. Let ferment 1–2 days.
- 2. Mix sauce:** Combine mayo, hoisin, and lime.
- 3. Grill slider:** Cook 3–4 min per side.
- 4. Assemble:** Bun + hoisin-mayo + slider + kimchi + garnish. Serve hot.

### | Storytelling on the Plate:

Our in-house culinary experts work hand-in-hand with chefs and food businesses, providing customized recipe cards, kitchen training, and co-creation workshops. Dishes like this Kimchi BBQ Mini Burger don't just taste good, they tell a story that resonates with modern diners.



# Beijing-Style Fried Shredded Plant-Based Chicken with Sweet Bean Sauce

## Trend 5: Holistic Menus for Modern Lifestyles

A plant-forward take on a Northern Chinese classic, perfect for shared or flexible menu formats.

### INGREDIENTS:

- 150 g CREMER plant-based chicken, shredded
- 30 g potato starch + 50 g water (for coating)
- 8 pieces tofu skin (cut into squares)
- 20 g each: shredded cucumber, white radish, carrot
- 5 g shredded ginger
- 30 g cooking oil

### For the sauce:

- 25 g sweet bean sauce
- 3 g salt
- 6 g dark soy sauce
- 4 g light soy sauce
- 15 g sugar
- 20 g water

### PREPARATION

- 1. Coat the chicken:** Mix starch + water, coat shredded chicken.
- 2. Prep sauce:** Mix all sauce ingredients.
- 3. Stir-fry:** Heat oil, sauté ginger, add bean sauce, then chicken.
- 4. Combine:** Add sauce, stir-fry until glazed.
- 5. Serve:** Plate with tofu skins and shredded veggies as wraps.



### | Beyond Products, a Partnership:

Want to integrate plant-based dishes like these Beijing-style wraps seamlessly into your menu? We support you with tailored product recommendations, on-site tastings, and R&D expertise to bring your plant-forward vision to life.







FINAL THOUGHT:

# Let's Shape the Flavor Future Together

The movement toward modern, mindful eating is accelerating – and it's rich with possibility. From vibrant bowls to reimagined street food, the future is being written by those who understand both flavor and function.

At CREMER Sustainable Foods, we're proud to empower culinary creators with next-generation plant-based solutions that blend taste, texture, and tradition. Whether you're building hybrid menus, scaling a global food brand, or launching something bold and new – we're here to help bring your vision to life.

**LET'S COOK THE FUTURE. TOGETHER.**

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# ALTERNATIVE COVER



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