



Snack
Seasonings

FLAVOURS OF WELCOME

2026 World Cup Special



**NOW IS
THE
TIME**

**... to start a
project and
launch your
World Cup
snack right
in time for
the kick-off**

The World Cup is more than just a sporting event – it's a celebration of cultures, traditions, and shared moments. As host nations, the USA, Mexico, and Canada open their doors to millions of visitors, each offering their own flavour of hospitality.

Inspired by this global stage, we bring these flavours into the world of snacks. With seasonings that capture the culinary essence of each host country, we help you create products that speak to the spirit of welcome – and to the excitement of fans around the world.



USA

Bold, generous, and full of variety

MEXICO

Vibrant, passionate, and rich in tradition

CANADA

Warm, inviting, and rooted in natural abundance

Why this concept matters for you:

For snack producers, the World Cup is not just a sporting highlight – it's a business opportunity. Seasonal and event-driven concepts like this turn consumer excitement into measurable market growth.

Seasonal Demand Drives Sales:

Fans snack more during the World Cup, with millions temporarily shifting their shopping habits. This creates a surge in demand and higher sales opportunities.

Stand Out Through Innovation:

Limited edition, themed flavours linked to the World Cup spark curiosity, encourage trial, and strengthen your brand's reputation for creativity and relevance.

Create Urgency and Engagement:

Exclusive, timelimited snacks capture consumer attention, boost brand visibility, and generate a sense of “must-have” excitement around your products.

Partner with Hügli to bring bold, unforgettable flavours to your snack portfolio.

Flavour trends evolve fast – Hügli stays ahead, crafting bold snack seasonings that excite and surprise. With 90 years of expertise, we create flavour experiences that break the ordinary and push boundaries.



WE CREATE
THE SEASONING
FOR YOUR
SNACK BASE

USA



Snack Like a Champion

North American flavours are unapologetically bold – smoky heat that lingers, creamy richness that soothes, tangy sharpness that cuts through with excitement. It's food that doesn't whisper, it shouts: indulgent sauces, savoury crunches, and sweet undertones all layered for maximum impact. Every bite is big, generous,

and satisfying, leaving no room for half-measures. This is the taste of sharing, of game days and celebrations, where flavour takes centre stage and always comes with a little extra.

**BIG STAGE.
BIG FLAVOUR.
BIG WIN.**



SNACKMIX **KANSAS STYLE BBQ**

A well-balanced blend combining spicy accents with the characteristic smoky-sweet BBQ flavour from Kansas – ideal for creating snacks with genuine BBQ flavour.

1 ART. NO.
RE00043246_M01



Imagine the creamy melt of tangy cheddar combined with the fresh note of sour cream. An addictive explosion of flavour forming the perfect balance of creamy and spicy.

SNACKMIX

CHEDDAR SOUR CREAM

2 ART. NO.
RE00043268_M01



The tangy acidity of crisp cucumbers meets a fiery spice that immediately grabs you. The perfect mix of refreshing dill freshness and a spicy kick – so surprising, so incomparable.

SNACKMIX

SPICY-DILL PICKLE

3 ART. NO.
RE00043251_M01



SNACKMIX RANCH

Ranch dressing is creamy, spicy, and unmistakably American! This popular classic from the USA brings its creamy freshness and delicately spicy herbal notes directly to your snack. Every bite is balanced, mild, yet full of character. A flavour that feels instantly familiar and never fails to delight.

MEXICO



Vibrant Flavours of Mexico

Mexican cuisine dances on the palate with vibrant intensity. Zesty citrus sparks freshness, fiery chilli ignites warmth, and fragrant herbs lift every bite with brightness. Beneath it all lies depth — earthy spices and rich, slow-cooked notes that ground the lively top flavours. It's a cuisine of contrast and harmony: sharp and smooth,

**VIVA MEXICO.
VIVA EL SABOR!**

hot and refreshing, lively and comforting at once. Mexican tastes awaken the senses with energy and passion, making every mouthful a celebration.



A harmonious blend of chicken, peppers, onions and fine spices brings the authentic fajita experience to the snack tray. Every bite delivers the full flavour of Mexico – hearty, aromatic and full of energy. A snackmix that perfectly combines spice, freshness and variety.

SNACKMIX **FAJITA**

5 ART. NO.
RE00043248_M01



SNACKMIX

CHIPOTLE & LIME

Fiery, fresh, irresistible!
The smoky heat of chipotle
meets the tangy freshness of
lime – a flavour that immediately
stands out. Every bite delivers
the perfect blend of fiery spice
and refreshing freshness, without
compromise.



SNACKMIX MOLE

Mysterious, spicy, incomparable!
The complex blend of chilli, cocoa
and traditional spices unfolds a
deep, aromatic taste experience
on the snack carrier. Every bite
surprises with intense spice,
velvety depth and a pinch of
exoticism.

7 ART. NO.
RE00043238_M01



Juicy tomatoes, crisp peppers, finely balanced onions and a hint of chilli combine to create a lively taste experience. Every bite brings the freshness of Mexico directly to the snack – light, aromatic and full of flavour.

SNACKMIX
PICO DE
GALLO

8 ART. NO.
RE00043244_M01

CANADA



North. Naturally Delicious

Canadian flavours feel like comfort wrapped in nature's embrace. Gentle sweetness meets savoury depth, creating a balance that is both hearty and refined. Smoke drifts softly across the palate, bringing warmth and richness, while subtle spice and natural freshness add lightness to each bite. It's food that is inviting, approachable,

and deeply satisfying – tastes that linger like a campfire evening or a shared family table. Canadian cuisine welcomes you with flavour that is generous, familiar, and quietly distinctive.

**TASTE CANADA.
LOVE EVERY
BITE!**



SNACKMIX **SALTED** **MAPLE SYRUP**

The warm sweetness of maple syrup meets a pinch of salt to create a surprising taste experience on the snack base. Each bite combines gentle sweetness and a hint of saltiness, perfectly balanced, intense and irresistible.



A snackmix that perfectly combines sophistication, depth and enjoyment. The delicate smokiness meets the intense flavour of salmon, giving the snack a luxurious aroma. Every bite combines delicate seasoning with a velvety texture – an elegant taste experience that surprises and delights.

SNACKMIX
SMOKED
SALMON

10 ART. NO.
RE00043241_M01



SNACKMIX **POUTINE**

The classic Canadian dish poutine is now available as a snackmix. Spicy sauce, melted cheese and a crispy base combine to create a full-bodied taste experience. Every bite brings comfort, warmth and rich enjoyment. The perfect combination of hearty comfort and intense flavour.

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



... your
Snack Base

+

... our
Seasonings



=



... your
Trendy Snack



Here's a sample of our many certifications.
Please contact us for other certification options.



Available
on request



Available
on request



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TRY OTHER
VARIETIES?**

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