

The Bestseller Playbook

Your guide to launching a new bestseller with Emulco

Bagong Flavor, Bagong Bestseller

A NOTE FROM YOUR PARTNER

Fellow Business Owner,

Every bakery owner we meet is quietly asking the same question: "What should I launch next that will become a hit?"

This playbook is our answer. Not a catalog, not a price list. A working guide you can use in your own kitchen, with your own recipes and your own team, to develop the next product your customers will line up for.

For almost 30 years, we have worked beside Philippine bakeries, bakeshops, cafes, and commissaries. We have watched simple flavor decisions turn into products that carried entire businesses. The pattern is always the same: the winning product was one step away from what the kitchen already did well. This guide helps you find that step.

"Whether you run your own R&D team or develop products yourself, we can work with you. What you need is the right partner and the right flavor."

The HICAPS Approach

What is inside

- **The Opportunity:** verified market research on where flavors are heading in 2026, so your launch rides real demand.
- **Your Direction:** three proven paths to a new bestseller, and the one-step rule that keeps risk low.
- **The Application Map:** where one bottle of Emulco works across everything your kitchen already produces.
- **The Flavor Guide:** six flavors, dozens of product ideas, and the season each one owns.
- **Combination Plays:** how six flavors multiply into a full year of launches.
- **The Launch System:** your sample kit, the 30-day path, and the five-question taste test.

VERIFIED MARKET RESEARCH, 2026

The Opportunity

You do not have to guess where taste is heading. The data below comes from named, independent industry sources, the same research global food companies pay to follow. It says one thing clearly: this is the best moment in years to launch a new flavor product in the Philippines.

+230% Growth of ube offerings across US restaurant menus, as the Filipino flavor goes global (CNBC, 2026)	86% Consumers who say a creamy filling makes a pastry more indulgent (Taste Tomorrow global study, 23,000 consumers)	+224% Year-on-year menu growth of cruffins, as hybrid pastry formats surge (Tastewise menu data)
+121% Growth in online conversations about layered cakes (Taste Tomorrow, 2026)	60% Consumers worldwide seeking new experiences in indulgent food (Innova Market Insights)	+386% Menu growth of cake pops and small-format treats (Tastewise, 2026)

What the research says, in plain words

- **Ube is the Philippines' gift to the world, and the world noticed.** Ube offerings grew 230% on US menus; Starbucks ran ube lattes nationwide; international food press calls ube "the successor to matcha." The Asia Pacific ube market alone is valued at about USD 230 million in 2026 and projected to keep growing through 2033 (Coherent Market Insights). Filipino bakeries invented this. You should be where it is done best.
- **Pistachio is 2026's luxury flavor.** Industry forecasters name pistachio a top dessert flavor of the year, powered by the viral Dubai chocolate trend, with chocolate-pistachio cited as a top-performing pairing (Tastewise). Pistachio products naturally command premium prices.
- **Matcha has gone industrial.** Research reports matcha expanding beyond cafes into large-scale dessert production in 2026 (Food Business News trend reporting), which means it is now proven at every batch size, from a dozen pieces to full lines.
- **Texture and layers sell.** Conversations about crunchy and crusty textures are up 19% and layered desserts up 121% (Taste Tomorrow). Products with a filling, a swirl, or a crunch photograph better and justify specialty pricing.
- **Small formats are exploding.** Cake pops up 386%, cruffins up 224%, and bento cakes booming (Tastewise). Minis lower your testing risk and fit the Filipino gifting habit perfectly.

Sources: CNBC (April 2026); Puratos Taste Tomorrow global research program, 23,000 consumers in 56 countries; Tastewise food intelligence menu data (2026); Innova Market Insights, Layers of Delight 2026; Coherent Market Insights, Asia Pacific Ube Market (2026); Food Business News trend reports.

STEP ONE

Choose Your Direction

There are three reliable paths to a new bestseller. None of them requires changing what already works in your shop. Pick the one that fits where you are right now.

Path A: Your format, new flavor

Take your current bestseller and give it a sibling. If your mamon sells, a matcha mamon inherits everything customers already love about it: the texture, the size, the price familiarity. Only the flavor is new. This is the lowest-risk path and the fastest to launch.

Path B: Trend format, familiar flavor

Take a flavor your customers already trust, like your ube, and put it in a format the research says is rising: a cruffin, a bento cake, a mochi bun, a kunafa-style bar with a crunchy top. Customers get the comfort of a flavor they know inside the excitement of something new to try.

Path C: Your signature exclusive

Create something no one nearby sells: a flavor combination, a layered look, a product with your shop's name on it. This path takes the most development, and it is the one that makes your bakery THE destination. Best attempted after you have won with Path A or B.

The one-step rule: your new product should live one step away from what your kitchen already does well. New flavor on a mastered format, or mastered flavor on a new format. One new thing at a time.

ONE BOTTLE, YOUR WHOLE MENU

The Application Map

Emulco delivers flavor and color in one concentrated dosage, and it works across every station of your kitchen. Find the rows you already produce; each one is a ready home for a new flavor. This map is also the whiteboard we draw together in your product development session.

Where it works	What you may already make	Why it works there
Yeast doughs	Pandesal, loaf bread, ensaymada, Spanish bread, cheese rolls, donuts	Flavor and color knead evenly through the dough, and the aroma announces the product straight from the oven
Cake batters	Chiffon, mamon, cupcakes, roll cakes, crinkles, brownies, waffles	The classic entry point; the color payoff is dramatic and photographs beautifully
Creams and fillings	Buttercream, whipped cream, custard, cream cheese frosting, yema, ganache	Rides the 86% creamy-filling demand; smallest batch risk and the fastest way to trial a flavor
Glazes and coatings	Pastry glaze, donut dips, drip cakes, cookie icing, swirl toppings	Turns an existing plain product into the flavored version with no change to the recipe underneath
Beverages	Hot and iced lattes, milk tea, frappes, shakes, ice candy	Extends the same flavor story into your drinks menu; one flavor decision, two product categories
Chilled and frozen	Graham floats, cheesecakes, leche flan variants, ice cream bases	Display-case and freezer products from the same bottle; strong for holiday pre-orders
Toppings and dry	Streusel, crumble, cookie crumb coats, polvoron-style sweets	Adds the crunch layer the texture research rewards, using trim and overrun efficiently

The one-bottle principle: the same bottle can flavor a dough, a batter, a filling, a glaze, and a drink. One flavor decision opens an entire product family, which is why we always suggest testing your sample in at least two applications. Your best product idea often appears in the second one.

STEP TWO

Pick Your Flavor

Six flavors, each with product ideas you can develop on your own recipes, and the verified trend it rides. Circle what excites you. These are starting points; the finished product will be yours.

UBE

Best season: December, fiestas, and honestly, all year

The world is falling in love with our ube: offerings up 230% on US menus, Starbucks lattes, and international press calling it the next global flavor (CNBC, 2026). Your customers already love it. The opportunity is to serve it better than anyone nearby.

- **Ube Cheese Pandesal, elevated:** deeper purple crumb, molten cheese-custard core.
 - **Ube Mochi Bread:** chewy, soft, and photogenic; the texture the research says is rising.
 - **Ube Kunafa Bar:** ube cream with a crispy kataifi crunch; your answer to the Dubai chocolate craze.
 - **Ube Leche Flan Cake:** the fiesta centerpiece your pre-order list is waiting for.
 - **Ube Bento Cake:** a small cake for one person and one photo; perfect for gifts.
 - **Ube Graham Float Cups:** a chilled, layered dessert for your display case.
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PISTACHIO

Best season: Weddings, graduations, and gifting months

Named a top dessert flavor of 2026, carried worldwide by the viral Dubai chocolate trend (Tastewise). Products in this flavor naturally command a premium price, because customers expect pistachio to be special.

- **Pistachio Kunafa Bread:** soft roll, pistachio cream, crispy crown.
 - **Pistachio Sans Rival:** the beloved Filipino classic, made unmistakably yours.
 - **Pistachio Ensaymada:** the familiar favorite, dressed for a special occasion.
 - **Choco-Pistachio Crinkles:** the pairing the data calls a top performer worldwide.
 - **Pistachio Silvanas:** a freezer classic in the most premium flavor of the year.
 - **Pistachio Latte:** if you serve drinks, this belongs on the board.
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MATCHA

Best season: Summer, March to May

Matcha has grown from a cafe specialty into a flavor proven at industrial scale (Food Business News trend reporting), which means it works from a dozen pieces to full production lines. Its calm green color makes every product instantly recognizable in a photo.

- **Matcha Mamon:** the softest snack cake in the gentlest trend color.
 - **Matcha Cream-Filled Ensaymada:** a surprise center inside the classic.
 - **Matcha Glazed Donuts:** green glaze on golden fried dough; the contrast is the photo.
 - **Iced Matcha Drinks:** lattes and layered strawberry-matcha for the summer menu.
 - **Matcha Cheesecake Bars:** a display-case dessert with real staying power.
 - **Matcha-Ube Marble Loaf:** two beloved flavors, one striking swirl.
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RED VELVET

Best season: Valentine season, Christmas, and every celebration

Red velvet is the celebration flavor, and its whole identity is its color. That makes consistency matter more here than anywhere: the red your customers loved last week must be the same red they get today.

- **Red Velvet Puto with Cheese:** the fiesta staple in celebration red.
 - **Red Velvet Crinkles:** already a Filipino favorite; yours can be the most consistent in town.
 - **Red Velvet Ensaymada:** cream cheese topping on a red crumb; a natural pair.
 - **Red Velvet Cheesecake Brownies:** two bestsellers swirled into one bite.
 - **Red Velvet Bento Cakes:** mini celebration cakes with a piped message on top.
 - **Red Velvet Float:** a chilled layered dessert for holiday pre-orders.
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COFFEE

Best season: Rainy season, June to September, and every morning

Coffee is the most loyal flavor in the lineup. Coffee products attach themselves to a daily habit, and habits are what turn a new product into a permanent bestseller.

- **Coffee Bun:** butter core, crackly coffee top; the aroma sells it from the sidewalk.
 - **Mocha Mamon:** the office snack-time order that repeats every week.
 - **Tiramisu Graham Float:** a premium no-bake dessert in trays and cups.
 - **Coffee Crumble Loaf:** breakfast bread with a crunchy coffee streusel topping.
 - **Espresso Crinkles:** the crinkle for grown-ups; pairs with your drinks.
 - **Coffee Jelly Cream Cups:** the grab-and-go dessert your case is missing.
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VANILLA

Best season: All year; the base and the partner

Vanilla is where quality shows most, because nothing hides behind it. A richer vanilla quietly upgrades half your menu, and it partners with every other flavor in marble, layered, and filled products.

- **Premium Vanilla Ensaymada:** the plainest classic, suddenly the one people compare others to.
 - **Vanilla Custard Filling:** one custard that upgrades your Spanish bread, donuts, and buns.
 - **Retro Mini Loaves and Fairy Cakes:** nostalgia sells, and vanilla leads it.
 - **Vanilla Glazed Donuts:** a small change your customers will taste immediately.
 - **Vanilla Chiffon Base:** one consistent base under many finished cakes.
 - **Vanilla + Anything:** the constant partner in every marble and swirl you dream up.
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MULTIPLY YOUR MENU

Combination and Format Plays

This is how six flavors become a full year of launches. Every play below uses techniques your kitchen already knows, and each one connects to a verified consumer trend.

Two-flavor plays

- **Marble:** ube-matcha, coffee-vanilla, red velvet-vanilla. Two batters, one pan, a premium look for minimal extra work.
- **Layer:** alternating flavor layers in loaves, floats, and bars. Layered-dessert conversations are up 121% (Taste Tomorrow); layers photograph like nothing else.
- **Core and shell:** one flavor in the dough, its partner in the filling. A matcha bun with vanilla custard, or a chocolate crinkle with a pistachio heart. Fillings ride the 86% creamy-filling demand.
- **Ombre:** one flavor at three dosage levels, stacked light to dark. A striking celebration-cake look from a single bottle.

Format plays

- **The Mini Flight:** a tasting box of four to five mini versions across flavors. Small formats are surging (cake pops up 386%), it fits the Filipino gifting habit, and it doubles as a live market test of which flavor earns a full launch.
- **The Classic Remix:** choose one heritage product you already master (puto, mamon, hopia, ensaymada, polvoron) and release it in a rotating flavor monthly. Nostalgia and novelty in one program, and your regulars start asking what next month brings.
- **The Crunch Crown:** add a flavored streusel, kataifi, or crumb layer to an existing soft product. Crunchy-texture conversations are up 19%; this is the fastest route into that trend.
- **The Menu Bridge:** if you serve drinks, every baked launch gets a drink partner in the same flavor. One story, two items on the same receipt.

Your flavor calendar

Season	Lead flavor	What to launch
December to January	Ube	Fiesta centerpieces, gift boxes, holiday pre-orders
February	Red Velvet	Valentine bento cakes, crinkles, celebration items
March to May	Matcha	Summer drinks plus chilled desserts
June to September	Coffee	Warm buns, afternoon snack items, rainy-day comfort
October to November	Pistachio	Wedding season premium items, early gifting
All year	Vanilla	Your base quality and your pairing partner

Tip: announce each seasonal flavor two weeks before its window opens. Anticipation is free marketing, and your regulars will start asking for it before it exists.

STEP THREE

Test with Your Sample Kit

Your free sample kit exists for one reason: so you never buy blind. Here is how to get the most out of it in your own kitchen.

- **Test on your real recipes.** Do not create a special test recipe. Use your actual dough, your actual batter, your actual cream. The point is to see how the flavor behaves in the products you already make.
- **Test in more than one application.** Use the Application Map: try the same flavor in a batter and in a cream, or in a dough and in a glaze. Your best product idea often appears in the second application, not the first.
- **Let your baker lead.** The person who makes your products every day will notice things about workability and aroma that no one else will. Their opinion is data.
- **Take photos of everything.** The research is clear that visual appeal drives choice. Photograph your tests in natural light; the winning product usually announces itself in the pictures.
- **Write notes on this playbook.** Which flavor, which recipe, what your team said. These notes become the agenda for your product development session with us, if you want one.

Our promise, in writing: the sample kit and demo come first, with no purchase required. If you want, our team will run a product development session on your own recipes, side by side with your team. Your trial batch is tasted by your team and your regulars before launch. There is no commitment until the trial batch passes your own taste test. If it does not convince you, you owe us nothing.

STEP FOUR

The 30-Day Launch Path

From first test to first sale in one month. Each week has one job. Do not rush a week to save time; each one protects the next.

Week	Job	What to do
Week 1	Test	Try your chosen flavor in two to three of your existing recipes using the sample kit. Pick the single most promising product. Your baker's vote counts double.
Week 2	Develop	Refine the winning product: dosage feel, filling, finish, look. This is the week to invite our team for a development session on your recipe, if you want a second set of hands.
Week 3	Trial and taste	Produce a small trial batch. Run the five-question taste test below with your team and a few trusted regulars. Adjust once, not five times.
Week 4	Launch	Name it, price it as a specialty (never as your cheapest item), photograph it in natural light, and announce it as a limited first batch. Scarcity on day one builds the line on day two.

The five-question taste test

Gather your team plus three to five trusted regulars. Serve the trial product without a big speech. Ask these five questions and write the answers down.

- **1. First bite reaction, before any words.** Watch faces. Delight shows before politeness does.
- **2. "What flavor is this?"** If they name it correctly without being told, the flavor identity is clear. If they hesitate, adjust before launch.
- **3. "Would you buy this again?"** The only question that predicts a bestseller.
- **4. "What would you pay for it?"** Listen to the range. Price at the specialty end of what your regulars say, not below it.
- **5. "Who would you share this with?"** Products people describe as a gift item or a celebration item have a second market built in.

Pass rule: launch only when your own team says it is ready and your regulars answer yes to question 3 without hesitating. That standard, not ours, is the finish line.

Launch week tips: give it a real name ("Ube Kunafa Bar" beats "new product"); post the making, not just the product; ask first buyers "Would you order this again?"; and keep your classics untouched. The new product is an addition, never a replacement.

SIDE BY SIDE

How We Work with You

- **Sample first.** Your free sample kit and demo come before any purchase, always.
 - **Your recipes, your kitchen.** Development sessions run on your own recipes, side by side with your team.
 - **Your taste test decides.** No commitment until the trial batch passes with your team and your regulars.
 - **A dedicated team.** Every customer is assigned HICAPS team members who stay with you from first sample to reorders.
 - **Straightforward service.** Damaged or defective items reported within 7 days of delivery, with a photo, are replaced at no cost. No forms, no runaround.
 - **We respond.** Expect a reply from our team within 2 to 3 business days of any inquiry.
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Ready to develop your next bestseller together?

Message us on Viber: 0917 880 7419

or reach us on Facebook Messenger

Bagong Flavor, Bagong Bestseller.

HICAPS Marketing Corporation | Serving Philippine food businesses since 1997

Nationwide delivery across Luzon, Visayas, and Mindanao