

Food Pairings That Take the Mustard

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Ocado study reveals new wave of food combos to pep up mealtimes

- Try chocolate and mustard, and caramel and salmon
- Online supermarket teams up with expert to share the flavour matches Brits might not know about

Bangers and mash and fish and chips might be known as Britain's best-loved meal pairings, but their time at the top table could be coming to an end for far more adventurous duos.

To mark the launch of the full M&S Food range at ocado.com on 1st September, Ocado has revealed a new wave of food partnerships including steak and coffee, and chocolate and mustard after research found that over 57% of people are stuck in a meal rut and 49% of Brits are currently struggling for inspiration when it comes to new recipes and meal ideas.

The online supermarket commissioned leading author and food fanatic Niki Segnit to find new and unexpected foods that pair perfectly with everyday favourites including chicken, Cheddar, tomatoes and pears. It hopes the results will offer meal inspiration to those feeling fed up with eating the same dishes week-in week-out.

From September, the full M&S Food range will be available to purchase online for the first time, exclusively via ocado.com. The enhanced range of more than 50,000 products means Ocado will have the largest and widest choice of any grocer.

According to the study, coffee, anchovy and sauerkraut pair well with steak, while passion fruit and caramel are tasty additions to salmon dishes. Compatible tastes for chicken include banana, prune and pork as well as rose and eggs.

Says Niki: *“Roasting different types of food - such as steak and coffee - creates ‘a strong overlap’ in flavours because the roasting process creates the same type of molecules. There are many wonderful matches to be discovered, and you don’t need a PhD in molecular gastronomy to start experimenting. Interesting and unusual flavour matches can be made with common store-cupboard ingredients, like cheese and marmalade, or chocolate and aubergine.”*

Another unusual pairing endorsed by the food lover is chocolate and mustard – noting that this pairing works well because the condiment is a ‘flavour enhancer’.

The top food pairings to try follows a study of 2,000 adults commissioned by Ocado which explored the nation’s unusual culinary tastes.

It found more than eight in 10 adults have admitted to having a ‘weird’ food combination they love – including chocolate with crisps, fish fingers and custard, and hot dogs with jam. Other unusual pairings included Weetabix with butter, salad cream and sausages, and mayonnaise on toast. Baked beans and rice, milkshake and fries, and banana and bacon also made the top 50 strange pairings enjoyed by Brits.

Other unusual combinations enjoyed by those polled include pasta sandwiches, apple and bacon on toast, and butter and sugar sandwiches.

Lisa McDowell, Head of Brand Marketing at Ocado said: *“It is all too easy to default to buying and eating the same foods over and over again – especially when you are feeling busy or up against it. With the largest range of any grocer – and now the full M&S Food offering too - we hope Niki’s novel pairings will empower cooks to discover the many food and flavour combinations available at [ocado.com](https://www.ocado.com), and to look at the contents of their fridge and store-cupboard with a fresh pair of eyes.”*

NIKI SEGNIT’S TOP FOOD PAIRINGS TO TRY

- Bacon and banana
- Salmon and caramel
- Cheddar and marmalade
- Steak and coffee
- Coffee and orange
- Cumin and stinky cheese
- Apricot and lentil
- Mushroom and blueberry
- Avocado and sugar
- Blackcurrant and peanut
- Goats cheese and cherries
- Grapefruit and juniper

- Potato and lemon
- Chicken and banana
- Pineapple and prosciutto
- Apple and hummus
- Chocolate and mustard
- Butternut squash and nutmeg
- Chicken with grapes

NIKI SEGNIT'S FOOD MATCHES FOR EVERYDAY FAVOURITES

Everyday Favourites	Perfect Pairings
Cheddar	Marmalade, tuna, kimchi, green tea, fruit cake
Halloumi	Black onion seed, orange grilled watermelon, tamarind, baked beans, radicchio
Steak	Coffee, pear, sauerkraut, wasabi, anchovy
Salmon	Passion fruit, samphire, caramel, buckwheat, wild rice, horseradish, red wine
Chicken	Banana, endive/chicory, Muscat/sable grapes, rose, egg, pork, prune
Butternut Squash	Nutmeg, lime, lobster, apple, gorgonzola, fennel
Tomatoes	Pomegranate, miso, plantain, okra, chocolate
Pears	Garlic, sauvignon blanc, pecorino, lychees, elderflower, bay leaf
Spinach	Strawberry, vanilla, coconut, sesame, allspice
Chocolate	Mustard, black pudding, aubergine, pheasant, cardamom, olive oil

- Ends -

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*Research conducted by OnePoll who surveyed 2,000 Britons aged 18-65 from 11th August – 13th August 2020

TOP 50 WEIRD FOOD COMBOS

1. Mixing mayonnaise and ketchup together
2. Cheddar cheese and apple
3. Salt and porridge
4. Pasta and ketchup
5. Pizza and tuna
6. Milkshake and fries
7. Sugar sandwiches
8. Prosciutto and melon
9. Chocolate and crisps
10. Banana and sugar sandwiches
11. Ham marinated and cooked in cola
12. Strawberry and basil
13. French fries and pickles
14. Strawberries and balsamic vinegar
15. Watermelon and feta
16. Baked beans and rice
17. Butter and sugar sandwiches
18. Dipping toast into tea
19. Ketchup and rice
20. Salad cream and sausages
21. Dry, buttered Weetabix
22. Tuna with salt & vinegar crisps
23. Cold baked beans in a salad
24. Mango and chili powder
25. Pot noodle on toast
26. Cheese and strawberry jam sandwiches
27. Yorkshire pudding with sugar
28. Ice cream and fries
29. Honey and pizza
30. Cold Brussels sprouts and gravy
31. Mayonnaise on toast
32. Crisps and brown sauce
33. Watermelon and salt
34. Pasta sandwiches

35. Blueberries and steak
36. Salami with grapes
37. Tea and coffee in the same cup
38. Banana and bacon
39. Chicken and marmalade
40. Mince pies topped with cheese
41. Lettuce in a sugar and vinegar dressing
42. Banana bread with cheddar cheese
43. Melted chocolate on a cheese pizza
44. Apple and bacon on toast
45. Hot dogs and jam
46. Peanut butter and burger
47. Ketchup on popcorn
48. Chocolate and avocado
49. Chips covered in chocolate/honey
50. Fish fingers and custard

About Ocado Retail

Ocado Retail Ltd is a joint venture between Marks & Spencer Group and Ocado Group. It is responsible for Ocado.com and our two other retail brands: Ocado Zoom, a one-hour grocery service, and Fetch, an online pet store.

With over 639,000 active customers, we are the world's largest dedicated online supermarket. Customers benefit from an unbeatable range of over 50k products – including big-name brands, the full M&S food range, and Ocado Own Label products - unbeatable service, with more than 97% orders accurate and on-time, and the most sustainable grocery proposition with the lowest levels of food waste (0.04%) of any British grocer.

Every order is carefully packed in one of our three distribution centres using world-leading software and technology. Shopping is then delivered direct to customers using a network of regional spokes in one of our vans. Ocado developed the first grocery shopping app in 2010 and continues to develop and innovate to offer their customers the best possible experience.

For all the latest news and images, please contact the Ocado Retail Press Office at pressoffice@ocadoretail.com.