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THE GT POLL

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14% Can't say

Results as on Aug 28, 2026

Coming Next

Hindi edition

Meet Pistachio: The Nutty Gem That The World's Calling...

Shailja Singh, GT Network

In the year 2026, a new green contender is ruling the flavour charts. Meet pistachio. Once seen as a premium, niche nut, it has moved far beyond gelato and *baklava*. Today, it appears in lattes, croissants, chocolates, cakes, ice creams, and even savoury dishes. From Milan and Istanbul to Tokyo and India, pistachio is everywhere. In the US alone, domestic pistachio consumption touched about 225,000 metric tonnes in 2024-25, while India consumed around 60,000 tonnes. But pistachio's rise is not just about its buttery, mildly sweet taste. It is also a story of TikTok, texture, aesthetics, luxury, and one very famous chocolate bar.

From Dubai to the world

The pistachio boom can be traced to the now viral Dubai chocolate, created by Dubai-based FIX Dessert Chocolatier. Launched in 2021, it remained relatively niche until late 2023, when TikTok influencer Maria Vehera posted a video titled 'Can't Get Knafeh Of It'. The video crossed 125 million views, turning the dessert into a global sensation. Soon, bakers began filling croissants with pistachio cream, cafés added pistachio lattes, and chocolatiers created pistachio-filled bars. By 2025, Google searches for pistachio had risen by 40 per cent. One viral dessert had turned an ingredient into a trend that's raging the world.

Looks matter too

For young consumers, food is no longer judged only by taste. It has to look good, feel interesting, and photograph well. One can say that pistachio was almost made for social media. The crunch of *knafeh*, the smooth pistachio cream, the snap of chocolate, and the dramatic green filling made it as excit-

GREEN GOLD



ing to watch as it was to eat.

Trend forecasting firm WGSN had already identified pistachio and *knafeh* as emerging ingredients in 2020, highlighting the growing popularity of contrasting textures such as crunchy, creamy, and flaky. After the Dubai chocolate boom, global conversations around pistachio rose by 10 per cent in 2024, while #DubaiChocolate went on to collect billions of TikTok views. The trend even moved beyond food. Beauty brands began using pistachio-inspired colours and tex-

tures in cosmetics and skincare.

Why the pistachio mania?

Pistachio is currently enjoying phenomenal market growth of 18.4 per cent. Its success comes from a mix of taste, versatility, health appeal and its premium image. On the nutritional front, it offers protein and fibre, along with vitamins, minerals, and antioxidants. Its subtle sweetness allows it to pair easily with chocolate, honey, coffee, matcha, fruits, and cream. It also fits the growing

demand for more natural, less artificial ingredients. Its sustainability appeal adds another layer. Pistachios grown in California, for instance, can be cultivated in drought-prone conditions, attracting climate-conscious consumers.

The new flavour code

Once the internet fell in love with pistachio, the food industry quickly followed. Starbucks expanded pistachio beyond its classic latte, while bakeries and dessert brands introduced pistachio tiramisu, macarons, brownies, marshmallows, ice creams, and spreads. Chefs are even taking pistachio beyond desserts and into savoury dishes. And the trend is backed by data. Taste Tomorrow reported in February 2026 that online interest in pistachio had grown 72 per cent over the previous year, with strong growth in markets including the US, India, the UK, Canada, and Turkey.

From viral trend to lasting flavour?

Food trends often disappear as quickly as they arrive. Pistachio, however, may have staying power. Unlike novelty trends such as rainbow foods or unicorn-themed desserts, it has centuries of culinary history behind it. It belongs equally in traditional *baklava*, Italian gelato, Persian sweets, and modern café menus.

The Dubai chocolate craze may have introduced pistachio to a new generation, but the nut itself was never new. Its strength lies in blending tradition with trend, indulgence with versatility, and nostalgia with novelty. From a viral chocolate bar to the coffee in your hand, pistachio has gone from supporting ingredient to starring flavour. Green may just be the new gold. **GT**