

10 things You SHOULD KNOW

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Team with FONA for complete taste solutions!

FONA's consumer and market insights experts translate trends into product ideas and connect the dots from research to concepts to market opportunities. Our flavor and product development experts are at your service to help meet the labeling and flavor profile needs to capitalize on market and consumer trends. From concept to manufacturing, we're here every step of the way!



1.

Americans will down 55 million lbs. of avocados on Super Bowl Sunday. That's more than Chipotle Mexican Grill chain goes through in a year! — Every Day with Rachael Ray



Globally, avocado-flavored product launches have increased 125% since 2011. Guacamole-flavored product launches rose nearly 140%.



Bacon-flavored everything: There were 945 global new product launches featuring bacon.



4.

Candied bacon, aka pig candy, is a sweet and savory garnish making appearances in recipes from cupcakes to BBQ cheeseburgers. One journalist described it this way: "It is

very sweet up front; the smoky flavor comes next; then salt, toasted nuts, and slight heat provide the finish, (if you use maple chipotle nut butter)." — NibbleMeThis.com, BurlingtonFreePress.com



Beyond creamer — 5 ways to flavor coffee: flavored milk, vanilla extract, cinnamon & nutmeg, ice cream, chocolate. — HoustonPress.com



Praline-flavored product launches more than doubled from 2011 to 2012. Chocolates and frozen dairy-based treats were the top sub-categories featuring this flavor.



7.

Kale: "It's the It Vegetable for a reason. Bursting with vitamin C, kales makes a wicked Caesar salad, brightens soups, and will even supercharge a pesto." — Real Simple



Kale is also the only dark leafy vegetable to enter the chip category: Pricey kale chips are popping up in stores like Whole Foods and onto restaurant menus. Dietitians and nutritionists say it's a near perfect food, in terms of nutrients per calorie. — Mintel



75% of the adult population understands the importance of taking vitamins and minerals for one's health and takes them regularly. — Mintel Oxygen



10.

64% of households report eating diet or meal replacement bars, nutritional protein bars, nutritional fiber bars or general nutrition bars. 26% of all non-users and 32% of female non-users report not liking the taste of nutritional food and drink. — Mintel Oxygen