

10 things You SHOULD KNOW

April 2013

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!



1900 Averill Road, Geneva, IL 60134
630.578.8600 | www.fona.com

1.

Interest in fresh, seasonal ingredients has rhubarb popping up in spring recipes beyond classic pie: mimosas, cake and mousse, just to name a few. Pinterest turns up blueberry, mulberry, raspberry and apple flavor pairings in addition to classic strawberry.

2.



Rhubarb appeared in 27 menu items, mostly at fine dining establishments with offerings such as Chilled Rhubarb Soup, New England Scallops with Rhubarb Beurre Rouge and Zuppe Inglese, a dessert comprised of raspberry sponge cake, poached rhubarb, zabaglione crema and vanilla mascarpone.

3.



Greek yogurt has 15-20 more grams of protein per 6 ounces than regular yogurt. That's the equivalent to 3 ounces of meat! (*Cooking Light*)

5.

Greek yogurt as an ingredient sky-rocketed in 2012 with 49 product launches, up from 21 in 2011 and 5 in 2010. Top flavors since 2009 include blueberry, mango, honey, acai and cucumber.

6.

Hemp seeds provide a nut-flavored protein kick. New cereals such as Chia Goodness (Canada) combine hemp seeds, chia seeds and buckwheat groats. Some products also contain fruit, cinnamon, vanilla and/or ginger for added flavor.

8.

Chambers Rosewood NV Muscadelle dessert wine has a flavor profile pairing orange blossom honey with candied rose petals and ripe peaches. New craft beer Sunrise City IPA pairs the citrus-flavored honey with oranges and oak chips.

10.

In the past year, Grapefruit/Pink Grapefruit flavor was seen predominantly in beverages with gum and jellies/chews being the only non-beverage categories to make the top 10. Beer was #6 with products like Switzerland's Beer & Grapefruit Lemonade and Poland's Grapefruit & Pineapple Beer.

4.

Saxon & Parole has a drink called the rum and raisin, which is Greek yogurt, dark rum, Licor 43 (citric and spicy), cinnamon and honey syrup. Though it has no raisins, its flavor imparts that eggnoggy rum-raisin character. (*New York Times*)

7.

Orange Blossom honey has a fragrant citrus flavor profile good for fruit salads, cakes and tarts. Wildflower honey can be somewhat assertive in its profile, making it good for glazing a smoked ham or honey-mustard sauce. (*Bon Appetit*)

9.



Chickpeas, garbanzo beans and cece are all names for the same protein-rich bean. The flavor of chickpeas goes to "another level" when paired with citrus like grapefruit and lemon. (*Bon Appetit*)