

## BERRY BY THE NUMBERS



According to Product News, botanically speaking, berries in themselves are versatile, and that only a few of the fruits we commonly call berries today are true berries. True berries are a simple fruit having seeds and edible pulp produced from a single ovary. In common language, berries — with the exception of grapes and a few other small fruits—are referred to as any small fruit that can be eaten whole and lacks objectionable seeds.

Berries are usually brightly colored, sweet, sour or very tart, but all are desirable in a healthy diet. They have excellent visual appeal, good flavor, aroma and texture. The Food Lover's Dictionary lists more than 40 varieties of berries—from the most common strawberry, blueberry and raspberry to akala, a Hawaiian berry resembling a raspberry, and the cowberry, which is a member of the cranberry family.

### Berry in the Media

While perusing Pinterest, berry pins were spotted with a good variety of food and beverage recipes, but mostly desserts. From berry icebox cake, berry cobbler and berry parfaits to cherry berry smoothies and the strawberry fizz—the options for berry recipes are endless. A quick twitter search provides tweets mentioning berries in “100 ways to love summer—go *berry* picking” by the Cooking Channel and “Foods you should eat everyday—oranges, walnuts, eggs, *berries*, & yogurt.” Tweets also include recipes for a variety of offerings including: dessert pizzas, martinis, cobblers and pies. One tweet by Cooking Light includes their pin of the day, including a recipe for chocolate cheesecake and fresh berries.

On Food.com more than 3,900 recipes appear if you search for berries. Recipes primarily include muffins, pies and cakes, but other recipes include smoothies, pork chops and chicken. Desserts account for 40% of the total recipes available on Food.com.

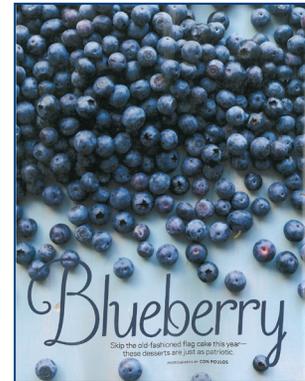
## Berry Wild!

With summer officially here, there are several mentions of berry in print media. Here are some of the highlights.

- An article in the June 2013 issue of Bon Appetit magazine covers the ins and outs of buying less common varieties of strawberries at the farmers market. This issue also includes recipes like strawberry-ginger punch, strawberry jam biscuits, berry & tarragon pavlova and a strawberry coconut lassi.
- First for Women provides insights on how to “Grill up a Good Time” in the June 2013 issue. A Pretty-in-Pink Coconut Strawberry cake was featured as the dessert, with a recipe description of “a mixture of sweet strawberry jam and fresh berries creates a sweet fruity swirl inside this bundt cake.”
- An article in Health Magazine titled “10 ways to go natural,” #6 recommends boosting your berry intake since resveratrol occurs naturally in blueberries and might reduce hypertension in adults.
- Food Network magazine includes a “Short and Sweet” section giving a fresh take on a summer favorite: strawberry shortcake. Adding prosecco whipped cream, pairing with ginger and turning into a sundae are all ways to spice up an old favorite.
- Martha Stewart Living magazine features a strawberry pistachio semifreddo in an article called “The Big Chill.”
- Also in Martha Stewart magazine, blueberries are listed as a power food to help you kick-start a summer of healthy eating.

Blogs are even spotlighting fresh berries as an ingredient with several mentions of fresh berries in recipes and berry festivals nationwide.

- Strawberry Basil Lemonade, *Closet Cooking*
- Fresh Berry Tart with Vanilla Pastry Cream, *Oh Sweet Day*
- Food52’s Creative Ways with Fresh Berries, *Whole Foods*
- Citrus-Scented Wine Cake with Fresh Berries, *Elegant Foods and Desserts*
- Ask Well: Fresh vs. Dried Blueberries, *The New York Times Blog*



Food Network



Cooking Light



Closet Cooking: Strawberry Basil Lemonade



Oh Sweet Day: Fresh Berry Tart with Vanilla Pastry Cream

## BERRY ON THE MENU Q4 2008-Q4 2012

- Wildberry Basil Lemonade, *The Chophouse at Market Tavern*
- Huckleberry & Moscato Jam, *Stella*
- Lemon Blueberry Baked Alaska, *Spago Las Vegas*
- Raspberry Rosemary Cosmo, *Ruth's Chris Steak House*

Berries are the crown jewels of summer, the gems that inspire pies, parfaits, cobblers, ice cream treats, and whipped cream wonders. Best of all, berries deliver super-healthy antioxidants that help fight disease. How healthy? A landmark study published in the *Journal of Agricultural and Food Chemistry* shows that just one cup of berries provides all the disease-fighting antioxidants you need in a single day.

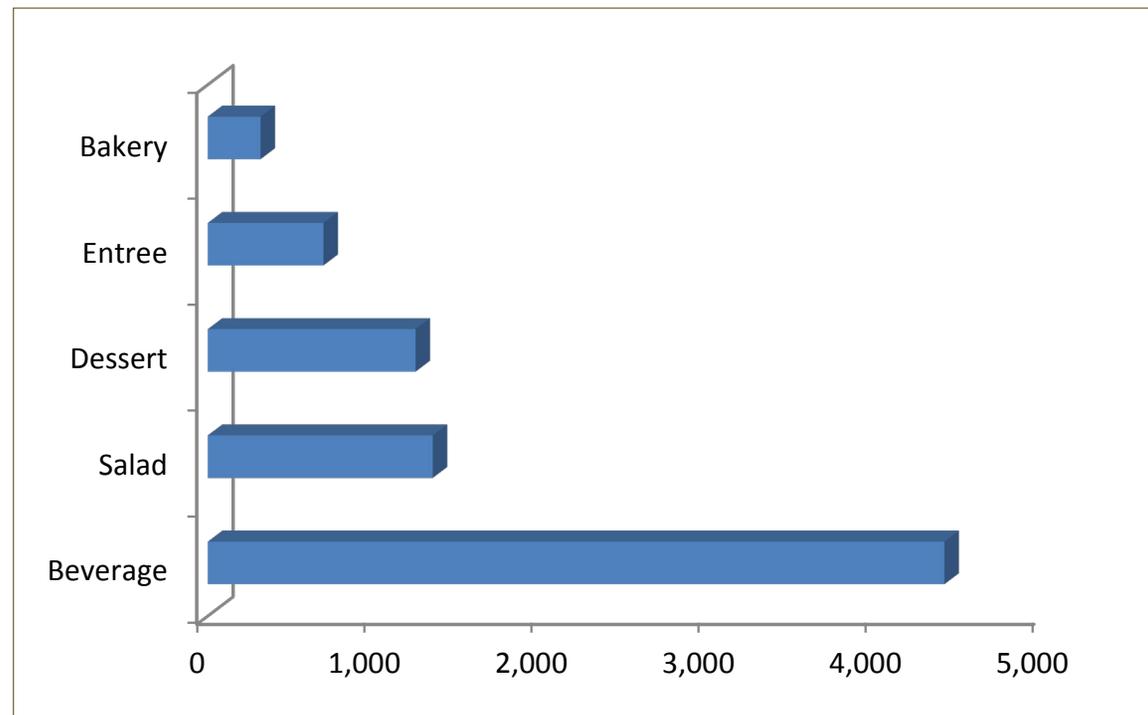
Strawberries, raspberries, and other berries are showing up on different parts of the menu. They are becoming a favorite way of adding a style and flavor while maintaining health in mind. Berries are no longer just used in upscale restaurants. In fact they have penetrated all the major dining types from QSR to Family/Midscale.

Source: *Mintel Menu Insights*

**8,714**  
MENTIONS

**17%**  
INCREASE IN  
BERRY FLAVORED  
MENU ITEMS

### BERRY ON THE MENU: TOP MENU SECTIONS



## BERRY NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE

**51,851**  
NEW PRODUCTS



Ethnoscience Fruit Dried  
Mulberries: France



Rynkeby God Morgon +  
Super C Orange Acerola  
Juice: Denmark



Smile Strawberry &  
Passionfruit Chewing  
Gums: Portugal

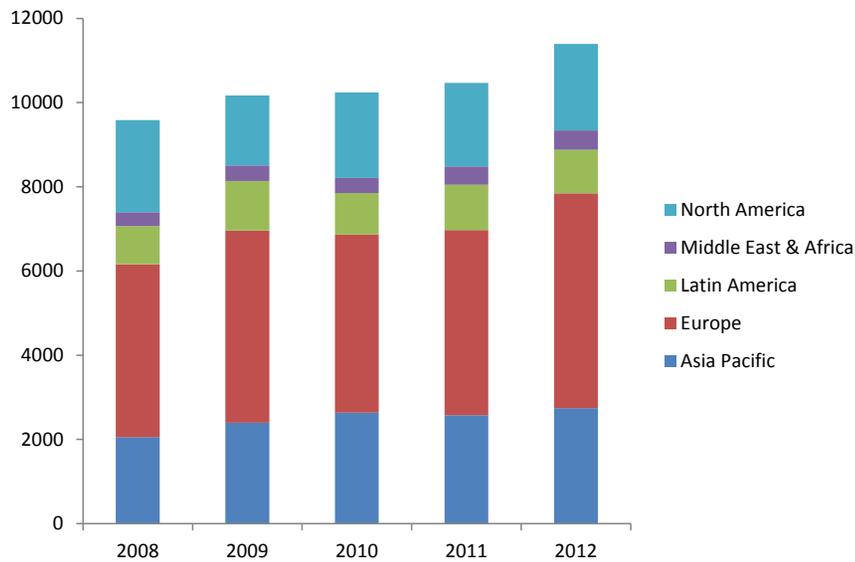


Maxim's Vanilla, Pistachio &  
Raspberry Nougats: Finland

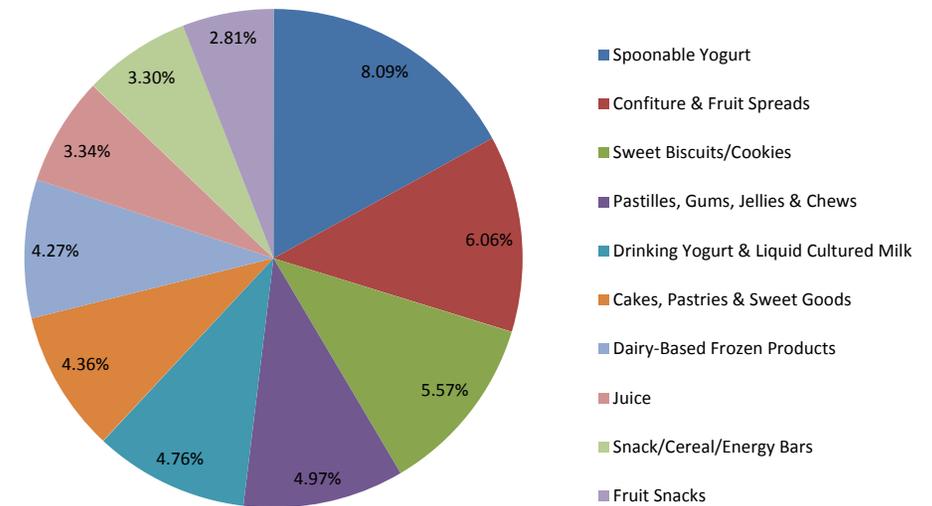


Dilvink Strawberry Flavored  
Black Tea: Vietnam

### BERRY NEW PRODUCT INTRODUCTIONS, GLOBAL 2008-2012



### BERRY NEW PRODUCT INTRODUCTION, GLOBAL 2008-2012 BY TOP SUB-CATEGORY



Strawberry is 46% of all global berry products.

**BERRY NEW PRODUCT INTRODUCTIONS, NORTH AMERICA**  
**PRODUCTS OF NOTE**

**9,909**  
**NEW PRODUCTS**



Nice! Dark Chocolate Covered Raspberry Crème Thin Mints



Green Valley Organics Strawberry Pomegranate Acai Kefir



Ola! No Nut Cranberry Orange Pecan Granola

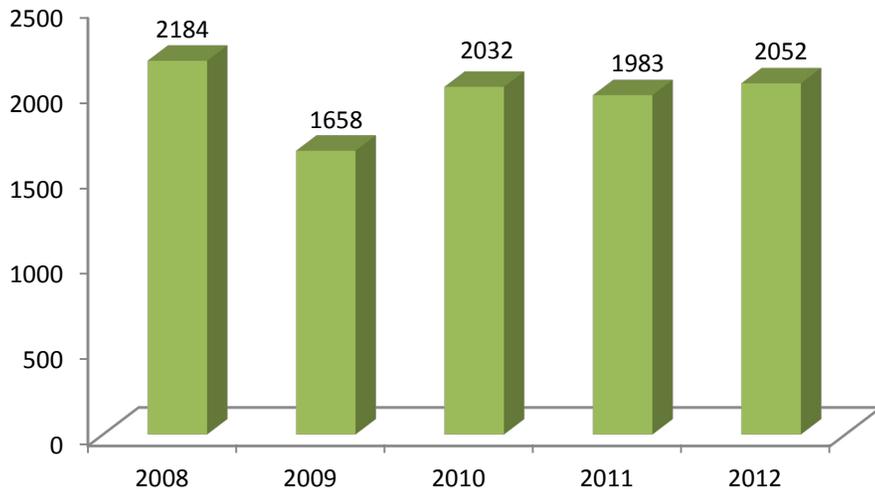


Williams-Sonoma Pâte de Fruit--Apricot & Raspberry

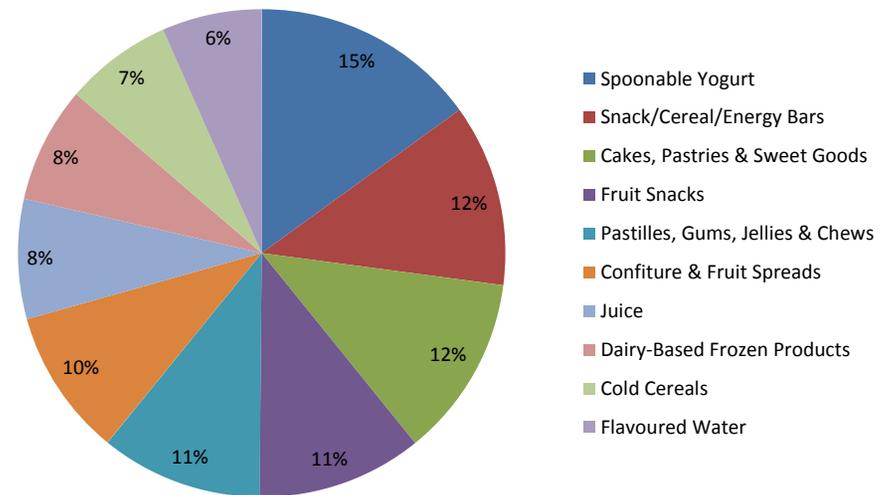


President's Choice Black Label Chocolate Strawberry Assortment

**BERRY NEW PRODUCT INTRODUCTIONS, NORTH AMERICA**  
**2008-2012**



**BERRY NEW PRODUCT INTRODUCTIONS**  
**2008-2012 BY TOP SUB-CATEGORY**



Strawberry is 36% of all North America berry products.

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## **SOURCES:**

*Mintel GNPD*

*Mintel Menu Insights*

*Google Blog*

*Pinterest*

*Twitter*

*Food.com*

*Food Lover's Companion*

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## **FONA CAN HELP!**

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution. From concept to manufacturing, we're here every step of the way. Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).