

20 FLAVOR INSIGHT 14 REPORT



LIME BY THE NUMBERS

According to Food Lover's Dictionary, limes are small, lemon-shaped citrus fruits that have a thin green skin and a juicy, pale green pulp. They grow in tropical and subtropical climates such as Mexico, California, Florida and the Caribbean.

The two main varieties are the Persian lime (the most widely available in the United States) and the Key lime from Florida. The latter is smaller, rounder and has a color more yellow than green. Outside of Florida, the Key lime is usually found only in specialty produce markets and some supermarkets that carry gourmet produce. Though Persian limes are available year-round, their peak season is from May through August.

Both varieties have a multitude of uses, from a sprightly addition to mixed drinks (like margaritas), to a marinade for raw fish dishes (such as ceviche), to the famous Key lime pie.

We are spotting lime everywhere!

There are several mentions of lime in print media including:

- *Cooking Light* magazine features “A Sunny Splash of Citrus” including a guide to unique citrus fruits beginning to hit the U.S. market including finger limes, sudachi and kaffir limes.
- *Cooking Light* magazine features Six Pointers for Great Guacamole in their “Lighten Up, America!” section. Pointer three suggests, “add a hefty squeeze of lime juice to season and add some acidity to the guacamole.”
- *Martha Stewart Living* magazine features an article on Key Lime Pie. It is noted that, “the Key lime has a mild, delicate fragrance, and a very sweet flavor.” It also includes a traditional Key lime pie recipe that claims to be, “the most delicious pie!”
- *EveryDay with Rachael Ray* includes an article on Limes in their “Seasonal Superfood” section. Limes are noted as being a “glow-getter, calorie roaster and a cancer fighter.” The article also includes a Tangy Lime Shrimp recipe.



Cooking Light



Martha Stewart Living



EveryDay with Rachael Ray

Blogs are even spotlighting lime as an ingredient with several mentions of lime in a variety of recipes.

- Sriracha Honey Lime Chicken, *i am a food blog*
- Mango Lime Pops, *Love & Lemons*
- Coriander & Lime Noodle Salad, *S'tasty*
- Baked Key Lime Pie Donuts, *Taste & Tell*

Lime in the Media

While perusing Pinterest, lime pins were spotted with a good assortment of food and beverage recipes—from the traditional Key Lime Pie and Key Lime Cheesecake to more refreshing beverages like the Coconut Ginger Lime Margarita, Lime Protein Shake and Watermelon Lime Infused Water. With so many recipe options to choose from, it's easy to get carried away with lime pinning!

A quick Twitter search provides tweets mentioning limes as “the good stuff” as well as mentions of “limes are a perfect way to make a dish tasty!” Tweets also include recipes for a variety of offerings including: pies, cocktails, muffins, rice and salads including lime. One tweet by @StyleAtHome even includes a watermelon + kaffir lime ice pops recipe, mentioning it's “a tasty way to beat the heat!”

On Food.com more than 23,000 recipes appear if you search for lime. Recipe examples include primarily desserts (pies and cupcakes) but main dishes including shrimp, and chicken are also available. Lime recipes for salsas, jams, vinaigrettes and sauces are popular as well as many cocktail recipes.

LIME ON THE MENU
MAY 2009 - MAY 2014

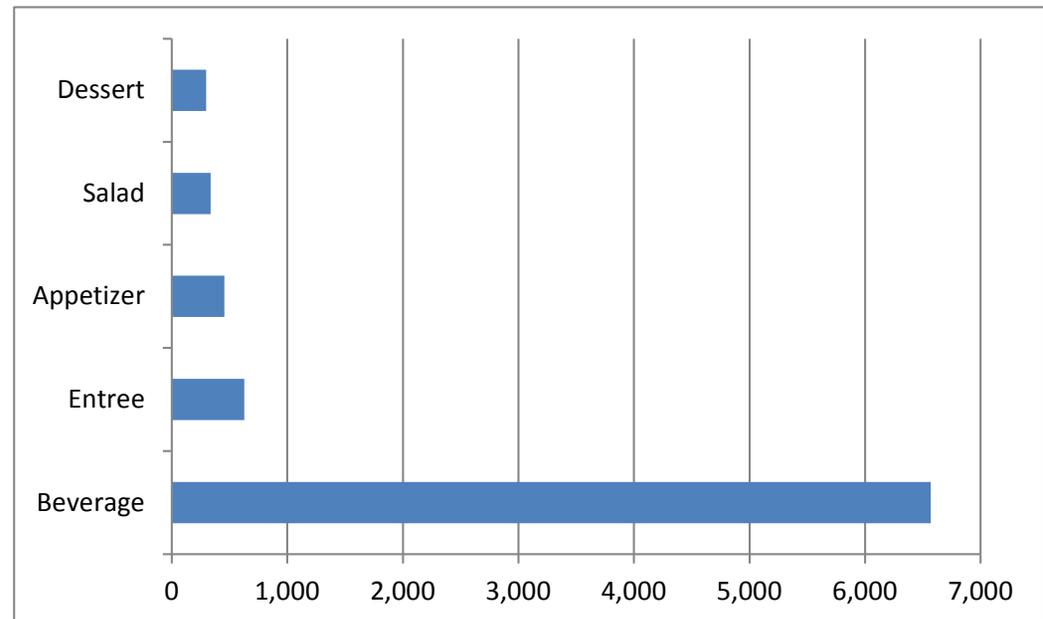
- Ancho Lime Tilapia, *Tumbleweed Southwest Grill*
- Chipotle Lime Chicken Salad, *Cosi*
- Key Lime Bread Pudding, *Magnolia's*
- Cilantro Lime Rice, *Carlos O' Kelly's*

8,567
MENTIONS

CASUAL DINING
TOP RESTAURANT
SEGMENT

According to Mintel, Lime is the Top Margarita Flavor. And while lemon is the top paired flavor overall with lime, other top flavor combinations include lime & coconut, lime & ginger and lime & mango.

LIME ON THE MENU: TOP MENU SECTIONS



LIME NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE

4,848
NEW PRODUCTS

Smirnoff Black Lime & Mint Flavored Vodka: Poland



Heavensent Tomato & Lime Salsa: New Zealand



Lime Flavored Lipton Iced Tea: Vietnam



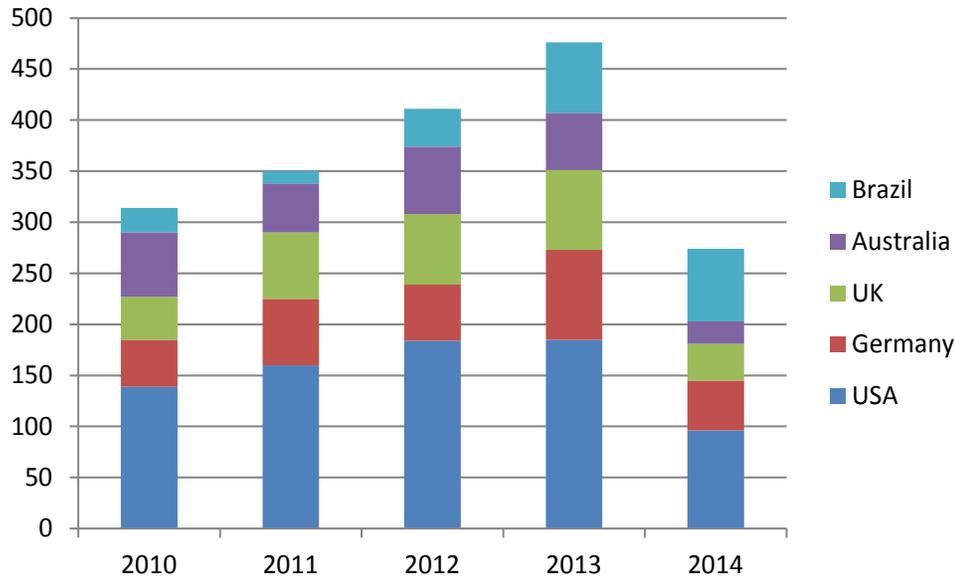
Michel et Augustin Lime Yogurt: France



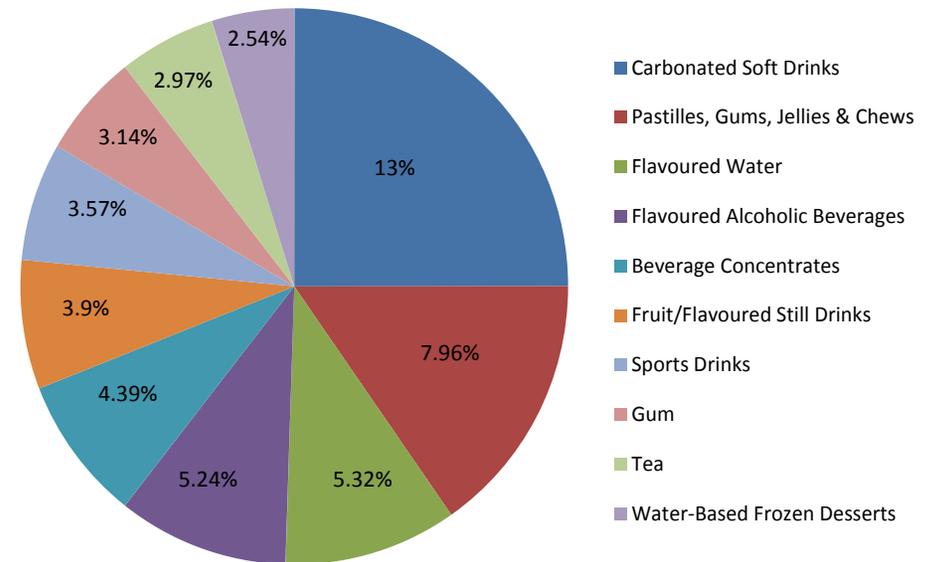
Starbucks Refresha Cool Lime Sparkling Green Coffe Extract Energy Drink: Finland



LIME NEW PRODUCT INTRODUCTIONS, GLOBAL MAY 2009 - MAY 2014



LIME NEW PRODUCT INTRODUCTIONS, GLOBAL MAY 2009 - MAY 2014 BY TOP SUB-CATEGORY



LIME NEW PRODUCT INTRODUCTIONS, NORTH AMERICA PRODUCTS OF NOTE

1,063
NEW PRODUCTS

Ocean's Halo Chili Lime Seaweed Chips



Smirnoff Lime Flavored Vodka



Endangered Species Natural Sea Salt & Lime Creme Filled Dark Chocolate



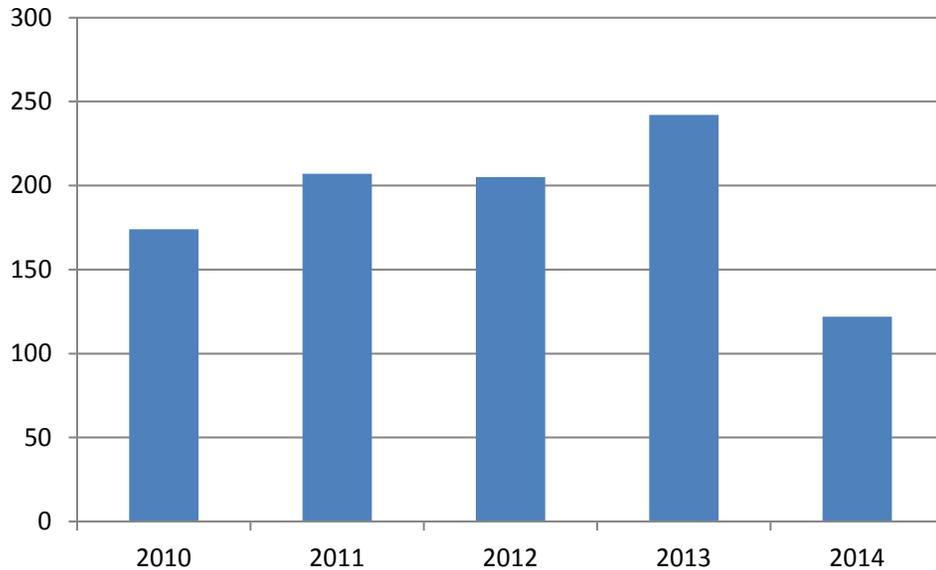
Kozlik's Lime & Honey Mustard



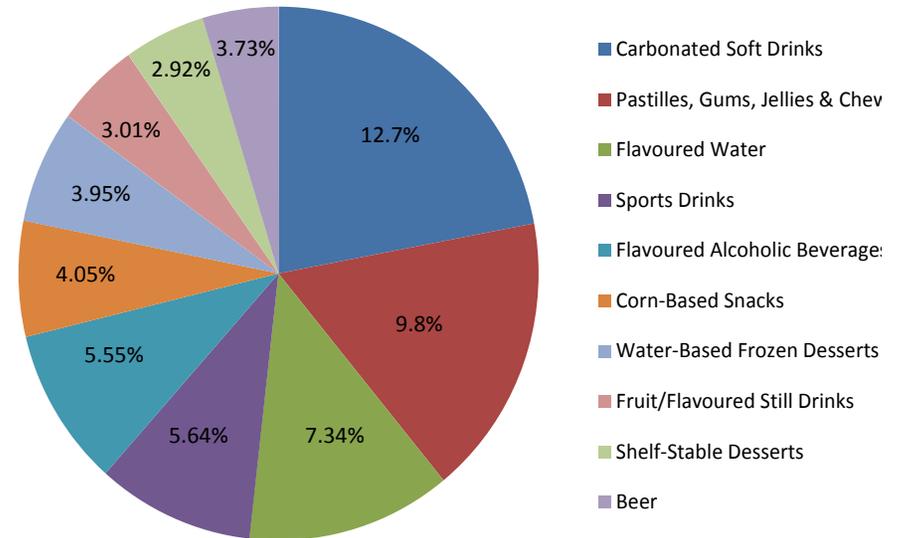
Liberte Yogurt Perfection Lime Flavored



LIME NEW PRODUCT INTRODUCTIONS, NORTH AMERICA MAY 2009 - MAY 2014



LIME NEW PRODUCT INTRODUCTIONS, NORTH AMERICA MAY 2009 - MAY 2014 BY TOP SUB-CATEGORY



Lemon is the top flavor paired with Lime!

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.

SOURCES:

Mintel GNPD

Mintel Menu Insights

Google Blog

Pinterest

Twitter

Food.com

Gourmetfood.about.com

