

20 TREND INSIGHT 14 REPORT

WHAT IS FUN?

*We asked consumers just that!
We conducted an online consumer
survey in July 2014. The overall
goal of the survey was to gain
insight into how consumers in the
U.S. define fun as it relates to food,
beverages, places and activities.
294 respondents completed the
survey. Take a peek at the results.*



What is the first word that comes to mind when you hear the word "fun?"

We asked our consumers to give us one word to define fun. The top responses include: laughter, happy, smile and family.

Top responses in each category indicated by word size.



How do you define fun?

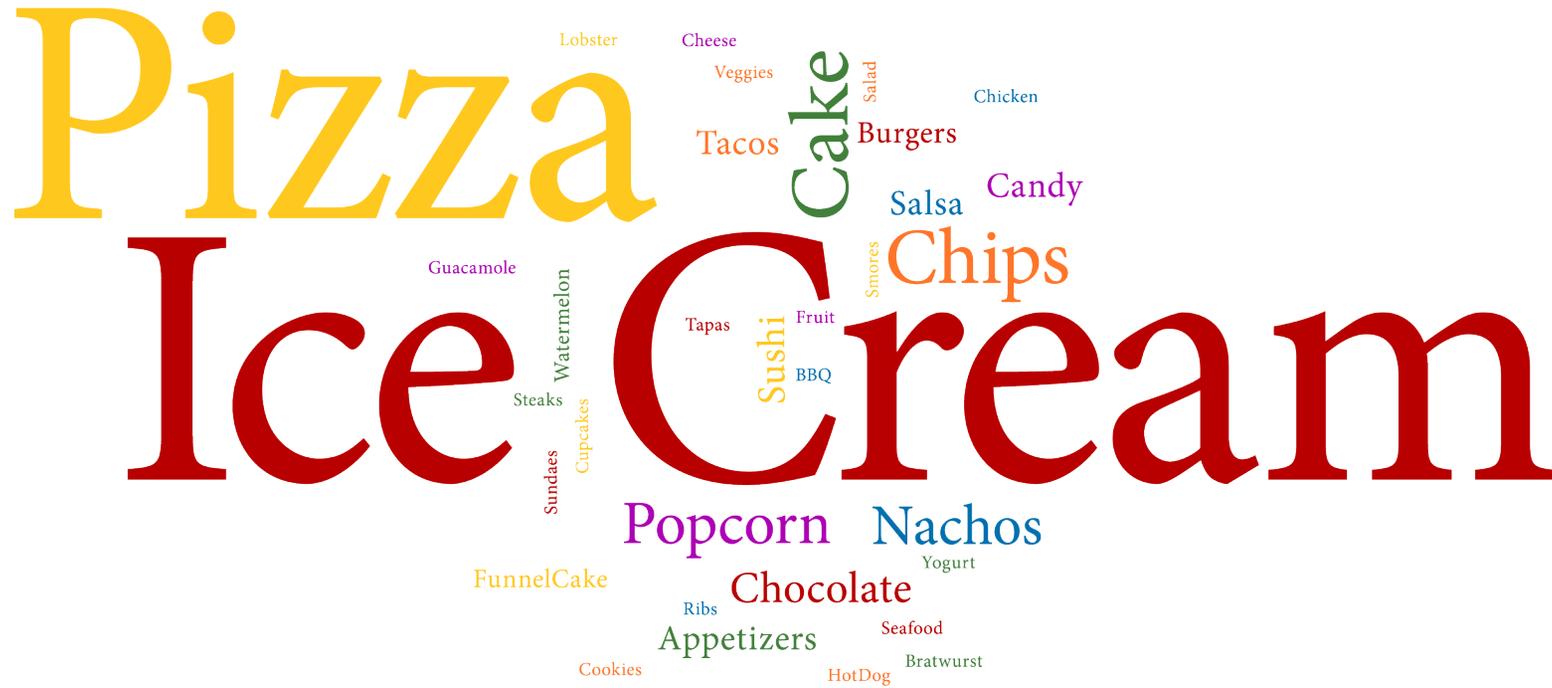
We received a variety of different responses. The majority of the responses include participating in activities with others. From food and drinks by the pool to adventures, our consumers sure know how to have fun.



What is your favorite fun food?

The top responses include: ice cream and pizza.

Top responses in each category indicated by word size.



What is your favorite fun beverage?

The top responses include mostly alcoholic beverages, but some others are listed as well. Top beverages include: beer, margarita and lemonade.

Top responses in each category indicated by word size.



What is your favorite place to go for fun?

Top responses include: beach, park and outdoors.

Top responses in each category indicated by word size.



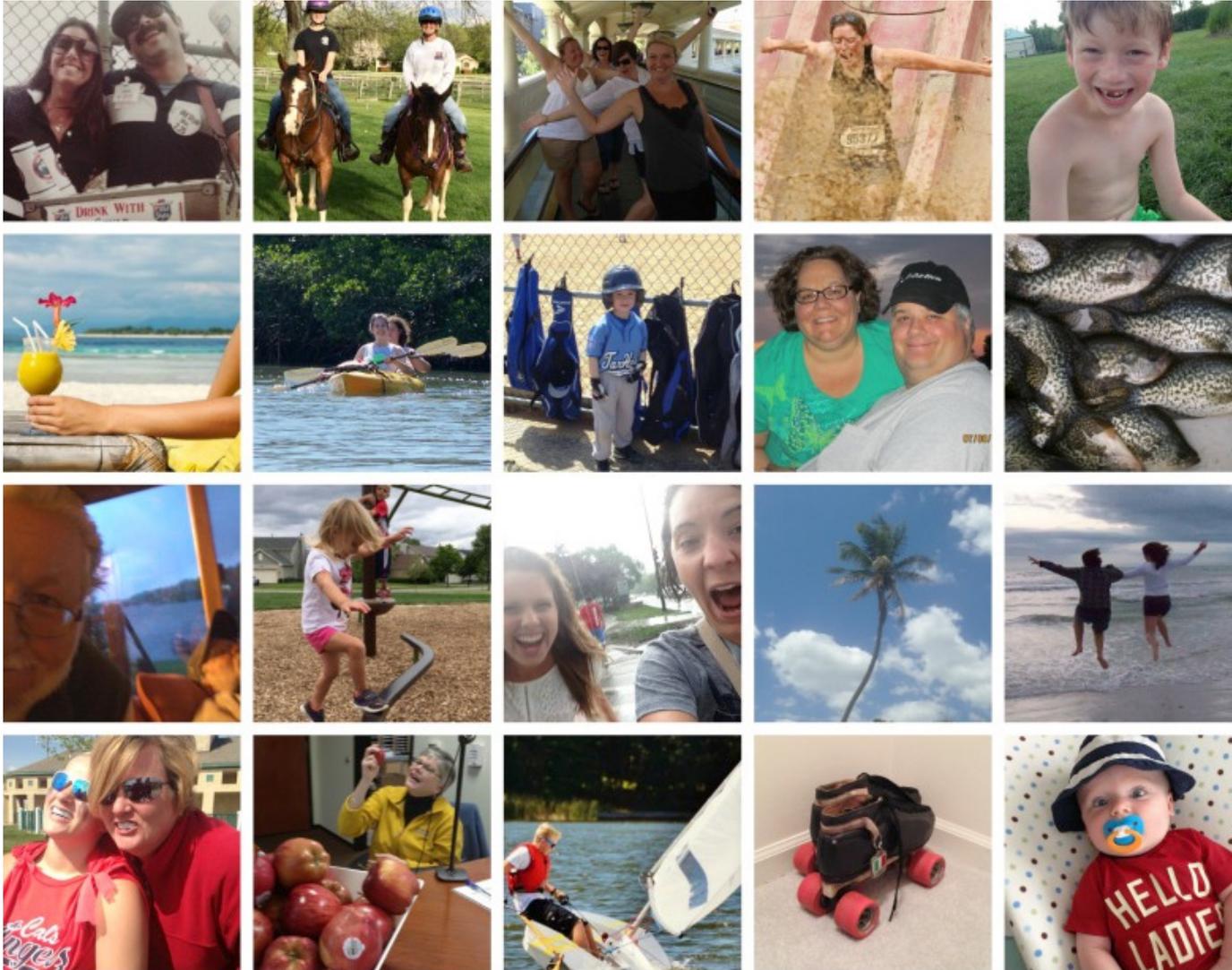
What is your favorite thing to do for fun?

The responses for favorite thing to do for fun are very similar to the responses for defining fun. The majority of the responses relate to sports, outdoor activities, family and friends.



Say Cheese!

We asked our consumers to submit a photo that best describes what fun means to them. The responses are fabulous!



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.