

20 FLAVOR INSIGHT 14 REPORT

BERRY BY THE NUMBERS



According to the 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. The majority of recipes were very traditional, such as tarts, scones and cobblers. An interesting recipe that caught our eye was Mixed Berry Chia Seed Jam. It contains no added sugar and is only 10 calories per serving, which is 2 tablespoons.

 A quick twitter search provides tweets mentioning berries “an avocado is not just a fruit, it’s a berry” by Uber Facts and “24 beautiful berry-packed recipes” by Food & Wine magazine. Tweets also include recipes for a variety of offerings including: chocolate covered strawberries, pancakes and berries and a wholesome berry almond quick bread.

 On Food.com more than 4,136 recipes appear if you search for berries. Recipes primarily include cobblers, muffins and coffee cakes but other recipes include turkey burgers with a cranberry ketchup, pork chops and chicken. Desserts account for 40% of the total recipes available on Food.com.

BERRIES AT A GLANCE

EUROPE

IS THE TOP REGION
FOR BERRY FLAVORED
NEW PRODUCTS



16%

INCREASE IN GLOBAL BERRY
FLAVORED NEW PRODUCTS
FROM 2008-2013

BLUEBERRY & CRANBERRY

ARE THE TOP GROWING
GLOBAL BERRY FLAVORS

BANANA

IS THE TOP FLAVOR
PAIRED WITH BERRIES



YOGURT

IS THE TOP BERRY
FLAVORED CATEGORY

**BERRY NEW PRODUCT INTRODUCTIONS, GLOBAL
PRODUCTS OF NOTE**

34,579
NEW PRODUCTS



Handmade Jam with Raspberry Skin and Pips and Sea Buckthorn Berries :Denmark



Power Point Raspberry Whey Energy Drink: Germany



MoonBean Artisan Unbakery Summer Berry Macaroons: South Africa

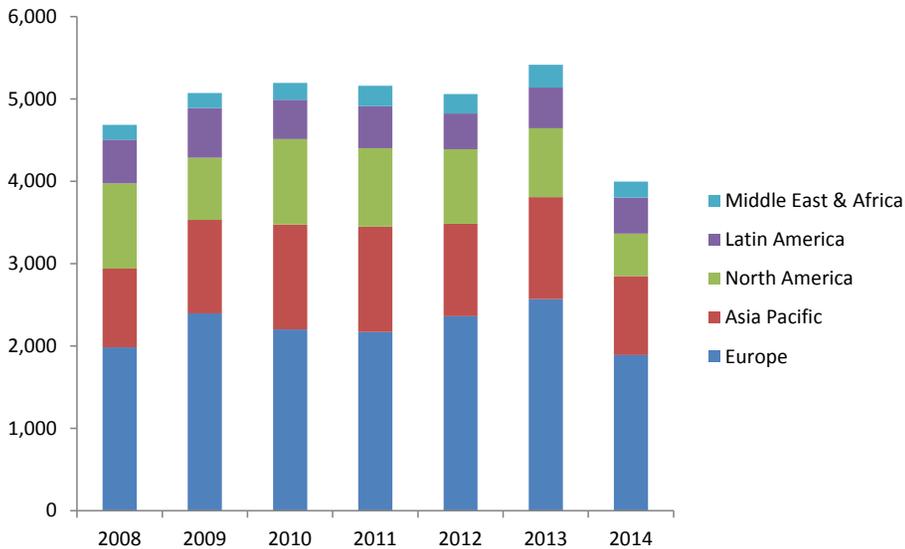


Cailler, Extra Fine Dark Chocolate with Blueberries, Almonds and Hazelnuts: Switzerland

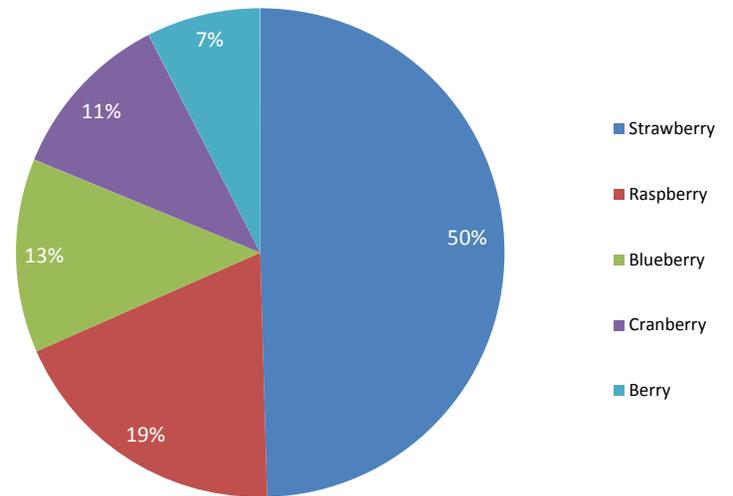


Ling Du Guo Fang Blueberry & Strawberry Mixed Juice: China

**BERRY NEW PRODUCT INTRODUCTIONS, GLOBAL
2008-2014**



**BERRY NEW PRODUCT INTRODUCTION, GLOBAL
2008-2014 BY FLAVOR**



Source: Mintel GNPD

BERRY NEW PRODUCT INTRODUCTIONS, NORTH AMERICA
PRODUCTS OF NOTE

12,121
 NEW PRODUCTS



Mamma Chia Seed Your Soul Organic Strawberry Lemonade Chia Vitality Beverage



Kellogg's Eggo Blueberry Cobbler Belgian-Style Waffles



Essence Strawberry Basil Sorbet

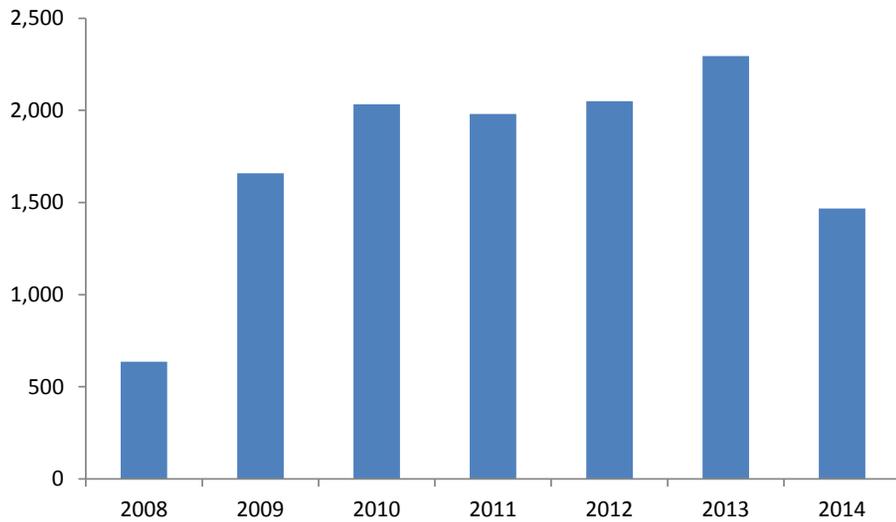


Lenny & Larry's Fit Chocolate Raspberry Raspberry Protein Brownie

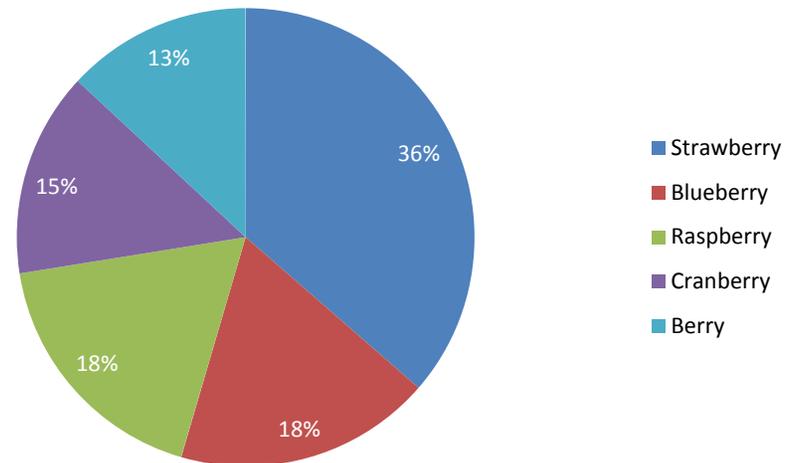


Tillamook Marionberry Pie Ice Cream

BERRY NEW PRODUCT INTRODUCTIONS, NORTH AMERICA
2008-2014



BERRY NEW PRODUCT INTRODUCTIONS
2008-2014 BY FLAVOR



Source: Mintel GNPD

BERRIES ON THE MENU

9,055

berry flavored menu items



Beverage

is the top menu section



Raspberry

is the top berry on the menu



Casual Dining
is the top restaurant segment



Menu Items
of Note

- *Elderberry Martini at Houlihan's*
- *Raspberry Rosemary Cosmo at Ruth's Chris Steakhouse*
- *Blueberry & Strawberry Rhubarb Mini Pies at Au Bon Pain*
- *Strawberry Bleu Grilled Chicken Salad at Baker's Square*
- *Strawberry Cilantro Soda at El Torito Mexican Grill*
- *Banana & Buttermilk Pancakes with a Berry Maple Syrup at Al Biernat's*

"Light"
is the top menu claim



Manhattan Bagel
is the top restaurant



Berries All Around!

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

- An article in the January 2014 issue of Health Magazine discusses “Foods that Fuel” including oatmeal, Greek yogurt and berries.
- An article in the June 2014 issue of Martha Stewart magazine describes “The Essence of Summer: The Time is Right to Bake Pies (and Tarts.)” Recipes included are Red Berries + Lemon Basil Pie, Blackberries + Oregano Pie and Blueberries + Lavender Pie.
- In the August 2014 issue of Southern Living magazine there is a list of “52 Fresh & Juicy Strawberry Recipes” including Strawberry Buttermilk Sherbet, Spiked Strawberry-Lime Ice Cream Pie and Strawberry Bruschetta.
- In the July 2014 issue of Clean Eating magazine, there is a recipe for “Sweet Summer Sippers” that includes sangria, strawberries, coconut and cucumber.
- Sangria and strawberries are also mentioned in the July 2014 issue of Every Day with Rachel Ray in an article called “Glass Act.”
- Plums, beets, tomatoes and berries are included in an article in the July 2014 issue of Martha Stewart magazine in an article called “Peak Season.”



Southern Living: Strawberry Buttermilk Sherbet



Martha Stewart: Red Berries + Lemon Basil Pie



Clean Eating: Sweet Summer Sippers



Health

SOURCES:

Mintel GNPD

Mintel Menu Insights

Pinterest

Twitter

Food.com

Food Lover's Companion

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.