

# 20 FLAVOR INSIGHT 15 REPORT

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## SOUR BY THE NUMBERS

**57%**

INCREASE IN SOUR FLAVORED NEW  
PRODUCT INTRODUCTIONS  
FROM 2013-DEC. 2014

**341**

SOUR FLAVORED NEW  
PRODUCTS FROM  
2008-DEC. 2014



**APPLE**

IS THE TOP FLAVOR  
PAIRED WITH SOUR

**SUGAR & GUM  
CONFECTIONERY**

IS THE TOP SOUR  
FLAVORED CATEGORY



## SOUR NEW PRODUCT INTRODUCTIONS, NORTH AMERICA PRODUCTS OF NOTE

**341**  
NEW PRODUCTS



Warheads Sour Jelly Beans



AMP Energy Dale Jr.  
Sour Energy Drink



Peeps Sour Watermelon  
Flavored Mini Chicks

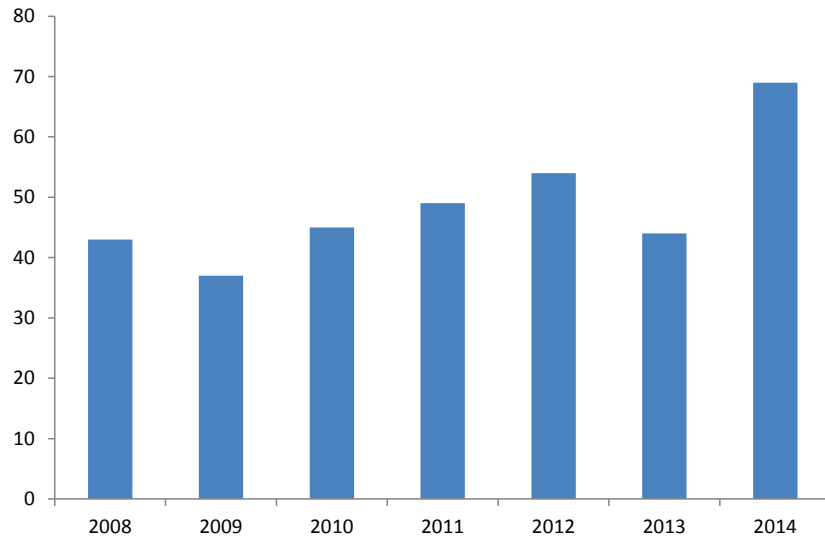


Jolly Rancher Bites Lemon  
Lime Sour Chewy Candy

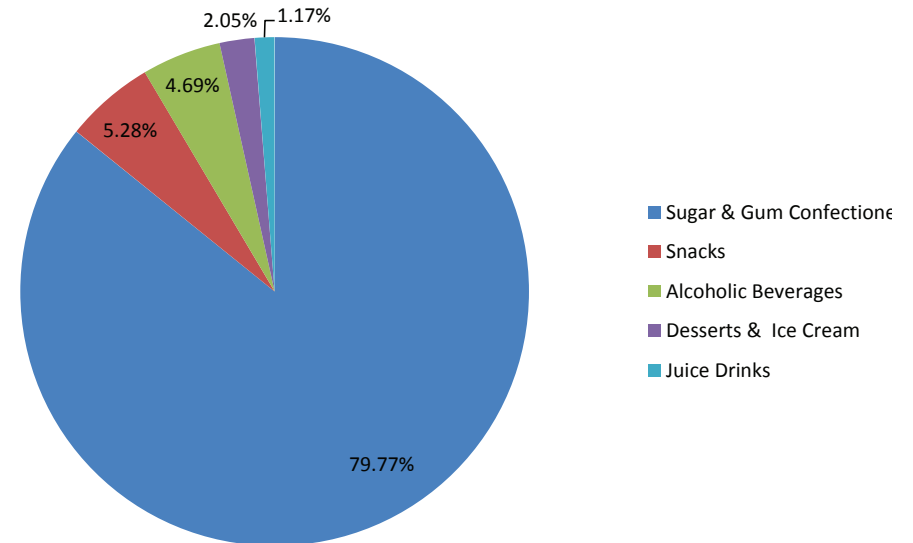


Woodchuck Cellar Series  
Sour Cherry Hard Cider

## SOUR NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2008-DECEMBER 2014



## SOUR NEW PRODUCT INTRODUCTIONS 2008-2014 BY TOP CATEGORY



Source: Mintel GNPD

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## SOURCES:

*Mintel GNPD*

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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).