

20 FLAVOR INSIGHT 15 REPORT

MAPLE BY THE NUMBERS



According to Food Lover's Companion, The maple-tapping season ("sugar season") starts around mid-February and can last from 4 to 6 weeks. The "sugarmakers" insert spouts into the maple trees and hang buckets from them to catch the sap. The sap is then taken to the "sugarhouse" where it is boiled until evaporated to the desired degree.



Maple syrup is sap that has been boiled until much of the water has evaporated and the sap is thick and syrupy. Maple sugar is the result of continuing to boil the sap until the liquid has almost entirely evaporated. In between those two stages are maple honey followed by maple cream (or maple butter).



Maple syrup is graded according to color and flavor. Generally, U.S. grades are: Grade AA, a light amber

colored syrup with a mild flavor; Grade A is medium amber and mellow-flavored; Grade B is dark amber and hearty flavored; and Grade C is very dark with a robust, molasseslike flavor. Maple-flavored syrup is a combination of less expensive syrup (like corn syrup) and a small amount of pure maple syrup. Pancake syrups are usually nothing more than corn syrup flavored with artificial maple extract.

Maple in the Media

A simple search for "maple" on food.com yields more than 6,500 results. Some recipes include maple oat nut scones, cranberry maple carrots, maple brine, and maple mashed sweet potatoes. There is also a 15 minute recipe for Cajun Maple Mahi-Mahi that one of the reviews says her 8 year old son was able to make.

On Pinterest, maple is being used

as a glaze for banana bread and blondies. Maple Cinnamon Roasted Chickpeas, Maple Cream, and Canadian Maple Pie are some of the other top results. There is also a recipe for Maple Caramel Bacon Crack which is a caramelized brown sugar, caramel, and maple appetizer.

The first tweet while searching "maple" on Twitter provides a fun fact about maple syrup: It has more calcium than milk! The San Francisco Chronicle also tweeted a recipe for pork chops with grilled apricot-maple compote. There are also pictures of teenagers and young adults with their bottle of maple syrup and waffles.



What's On Tap?

There are several mentions of maple in print media. Here are some of the highlights.

- **Bon Appétit** featured a recipe for Maple Ginger Cider Switchel in the May 2015 issue. The recipe calls for ginger juice and pure maple syrup and is topped off with mint sprigs.

- The **New York Times** featured an article in January 2015 about Maple syrup season. This year was expected to be a mast year. In a mast year the trees synchronize with one another and flower at once, leading to more free flowing sap. Farmers in the “maple belt” and maple syrup producers would need to be prepared for this surplus.

- In the March 2015 issue of **Women's Health Magazine** an article warned of the “19 Food That Aren't Actually Food”. The article warned buyers of the fact that maple syrup is different from pure maple syrup in the grocery store aisles.

Maple is found across blogs from recipes to tapping guides. Maple is more than an ingredient, it is a health aid.

- 57 Magical Ways To Use Maple Syrup, *Buzzfeed*
- Fascinating Facts About Maple, *Mother Nature Network*
- Healthy Homemade Maple Syrup, *Desserts with Benefits*
- The Sweet Perks of Maple Syrup, *Health*



Bon Appétit



Buzzfeed



Health

MAPLE ON THE MENU Q4 2009-Q4 2014

- Maple Glazed Acorn Squash, *Beacon Restaurant and Bar*
- Maple Mustard Glazed Pork Chops, *Outback Steakhouse*
- Maple and Speck Toffee Pound Cake, *Sanford Restaurant*
- Mocha Maple, *Gloria Jean's Coffees*
- Smoked Maple Blueberry Manhattan, *Smokey Bones Bar and Fire Pit*
- Egg and Cheese Sandwich with Honey Maple Ham, *Atlanta Bread Company*

Maple is a natural and versatile ingredient with a place in every cookbook and pantry around the world. All pure maple products – from maple sugar to maple butter or simply pure maple syrup – add depth and complexity to your cooking.

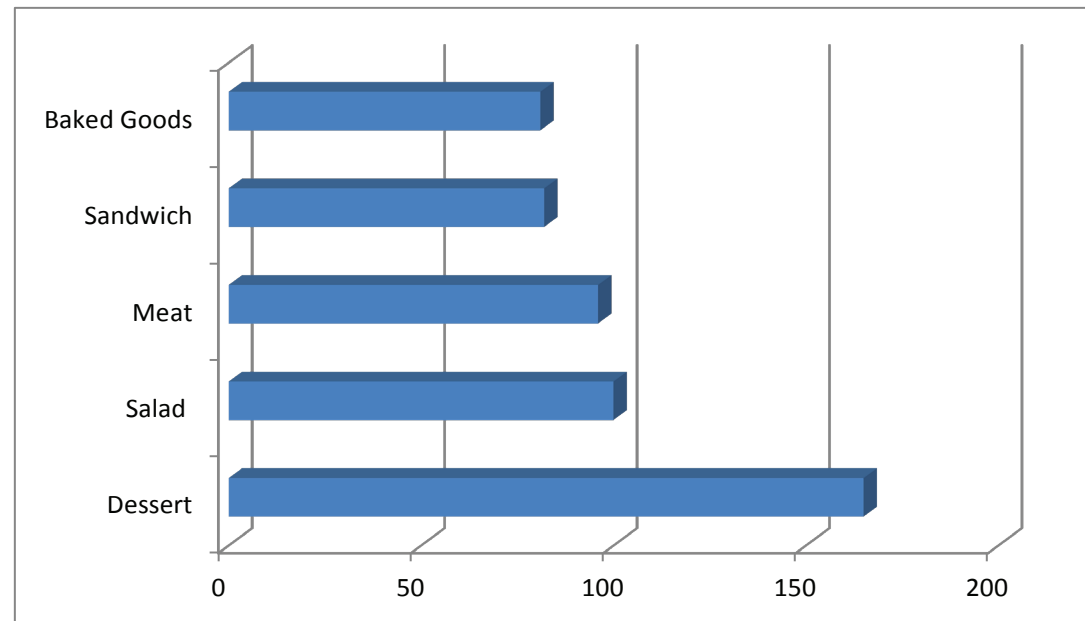
Maple's nutty, vanilla and spicy hints can liven up many classic recipes. The all-natural sweetener makes a great ingredient in glazes, rubs or barbecue sauces for poultry, meat, seafood or vegetables. It also adds a subtle touch of sweetness to a range of dishes, from fresh fruit, cereal and ice cream to tea, coffee, and smoothies.

Source: *Pure Canada Maple*

789
MENTIONS

165%
INCREASE IN
MAPLE FLAVORED
MENU ITEMS

MAPLE ON THE MENU: TOP MENU SECTIONS



MAPLE NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE

1,318
NEW PRODUCTS



Maple Chipotle Flavored Sweet Potato
Chips: South Korea



Blueberry Maple Gourmet Low-fat
Yogurt: Australia

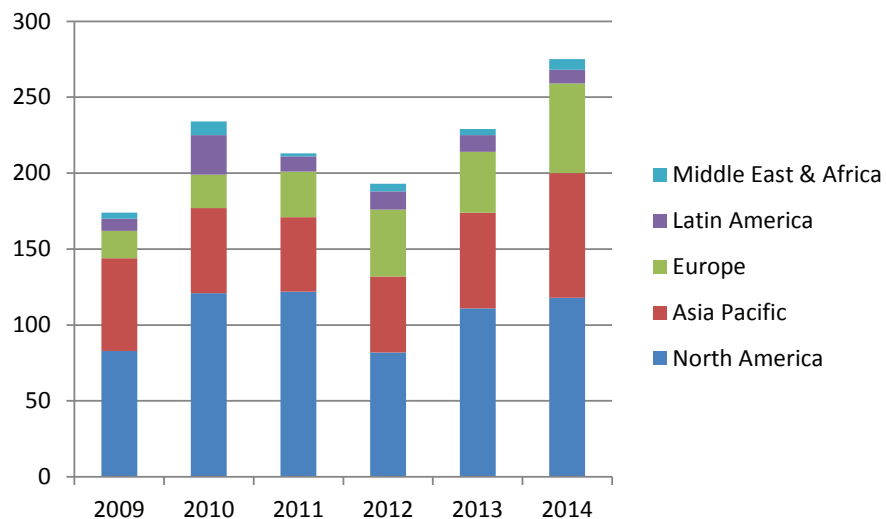


Canadian Maple & Margarine Bread:
Japan

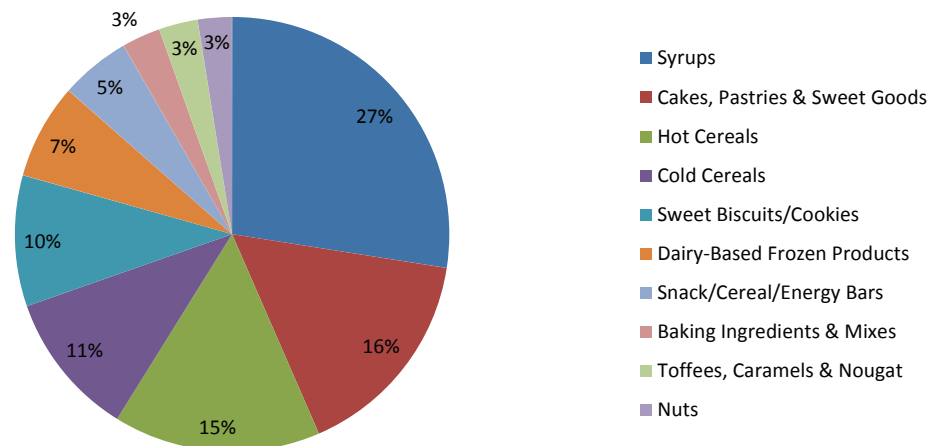


Maple Crème Cookies: South Africa

MAPLE NEW PRODUCT INTRODUCTIONS, GLOBAL 2009-2014



MAPLE NEW PRODUCT INTRODUCTION, GLOBAL 2009-2014 BY TOP SUB-CATEGORY



Brown Sugar is the top flavor paired with maple.

MAPLE NEW PRODUCT INTRODUCTIONS, NORTH AMERICA

PRODUCTS OF NOTE

637
NEW PRODUCTS



Blanc By Rouge's Maple Jelly



Boukman's Maple Apple Hot Sauce

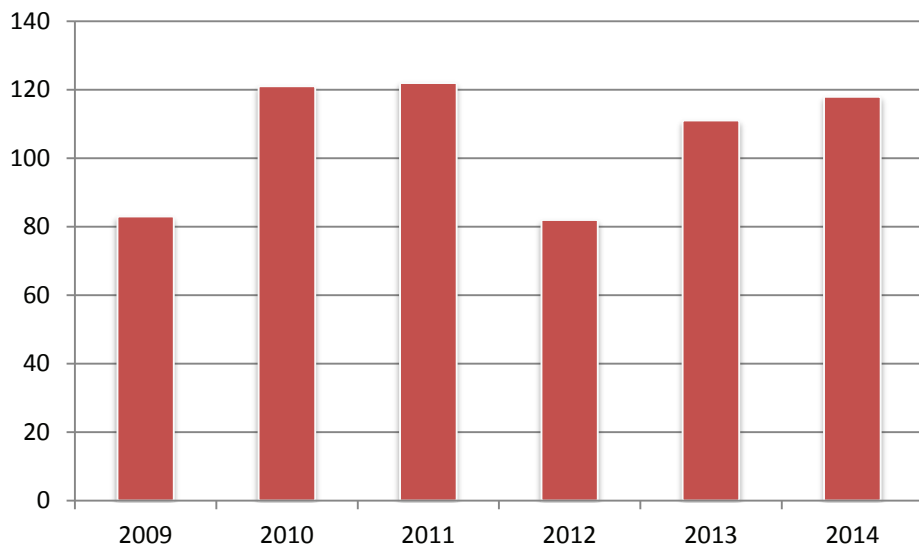


Sap On Tap's Maple Water

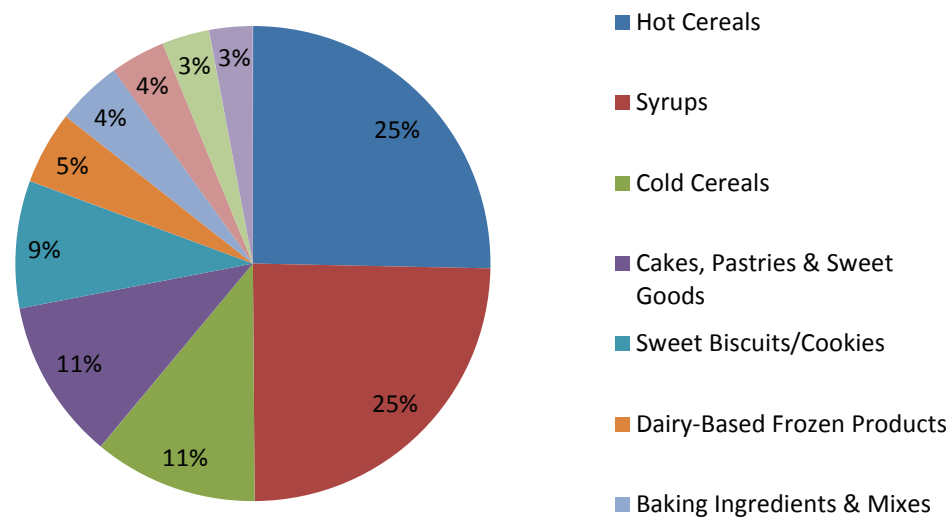


Pro Circuit Performance Best Whey Maple Flavored Protein Recovery Drink Mix

MAPLE NEW PRODUCT INTRODUCTIONS, NORTH AMERICA, 2009-2014



MAPLE NEW PRODUCT INTRODUCTIONS BY TOP SUB-CATEGORY 2009-2014



SOURCES:

Mintel GNPD

Mintel Menu Insights

Google Blog

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.

