

20 FLAVOR INSIGHT 15 REPORT

CARAMEL BY THE NUMBERS



Caramel is a mixture produced when sugar has been cooked (caramelized) until it melts and becomes a thick, clear liquid that can range in color from golden to deep brown. Caramel is used to flavor and color soups, stocks and sauces—sweet and savory. It is most popularly used in desserts.

When it cools and hardens, caramel cracks easily and is the base for nut brittles. Crushed caramel is used as a topping for ice cream and other desserts. Soft caramel is a confection made with caramelized sugar, butter, and milk or cream, and sometimes corn syrup.

Caramel in the Media

Food.com has over 5,000 caramel recipes. These recipes range from homemade caramel to caramel apple salad to Mexican flan. Other recipes include Caramel Brownie Cheesecake Trifle, Banana Cake with Caramel Frosting, Caramel Syrup, Peruvian Caramel Cookies, Caramel Apple Cupcakes, and a couple Caramel Macchiato recipes. If you are looking for more than dessert, you can try Vietnamese Chicken in Caramel Sauce.

On *Pinterest* it does not take long to find a recipe for homemade caramel, but there are also recipes for Salted Caramel Chocolate Chip Cookies, and Carmelitas. One pin spotted was a recipe for inside-out Caramel Apple Slices which have caramel inside the apple rather than out!

Twitter is filled with pictures of caramel flavored desserts. Salted caramel Chocolate Tart, Hazelnut, Raisin & Caramel Bars, Chunky Caramel Dessert Drink and Caramel Apple Dessert Egg Roll were just some of the desserts that jumped out.

Things Are Getting Sticky!

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

- *Cooking Light Magazine* had an article dedicated to caramel apples in the October 2014 issue. These recipes put a spin on a fall time classic. Some of the varieties were Bacon-Pretzel Peanut Butter Caramel Apples, Pistachio-Orange Caramel Apple and White Chocolate Pumpkin Pie Caramel Apples. There is also a Hummingbird Caramel Apple with Pineapple, Pecans and Coconut.
- The April 2015 issue of *Bon Appétit* features a recipe for Croquembouche. This caramel cream-puff mountain is no small feature. It takes preparation at least a day or so in advance, but it is no surprise when you see the finished product. The caramel is not only the topping to these puffs, but is the “glue” that holds the tower together.
- In *Good Food Magazine’s* April 2015 issue, there is a recipe for Double Chocolate & Caramel Tart with Frosted Pistachios & Rum Cream. This dessert is freezable so you can make it ahead of time and have stress-free entertaining. If you are looking for a recipe that’s more advanced, the issue includes a recipe for a Lemon Meringue Cake. This cake is different in that it has a caramel-infused cake filled with lemon curd.

Bloggers Love Caramel Too!

- Homemade Salted Caramel Recipe, *SallysBakingAddiction.com*
- Apple Bread with Caramel Apple Glaze, *Inspiredbycharm.com*
- Foolproof Homemade Caramels, *Mel’s Kitchen Cafe*
- Gluten-free Turtle Brownie Sundaes with Salted Caramel Whipped Cream, *IowaGirlEats*



Cooking Light



Bon Appétit



Good Food Magazine

CARAMEL ON THE MENU Q4 2009-Q4 2014

- Deep Fried Caramel Banana Cheesecake, *Pizza Gallery & Grill*
- Caramel Espresso con Panna, *The Coffee Bean and Tea Leaf*
- Bacon-Caramel Popcorn, *Holeman and Finch*
- Caramel Pecan Roll, *Baker's Square*

Diners crave its sweetness and chefs love its versatility. It is the number three dessert flavor on restaurant menus, second only to the ever-popular chocolate and vanilla, according to the most recent data from *Datassential MenuTrends*. Not only is caramel a top flavor, but the cooked sugar with a sweet taste and appealing tan color has also been growing on menus, appearing on 10% more menus than it did just four years ago, *Datassential* reported.

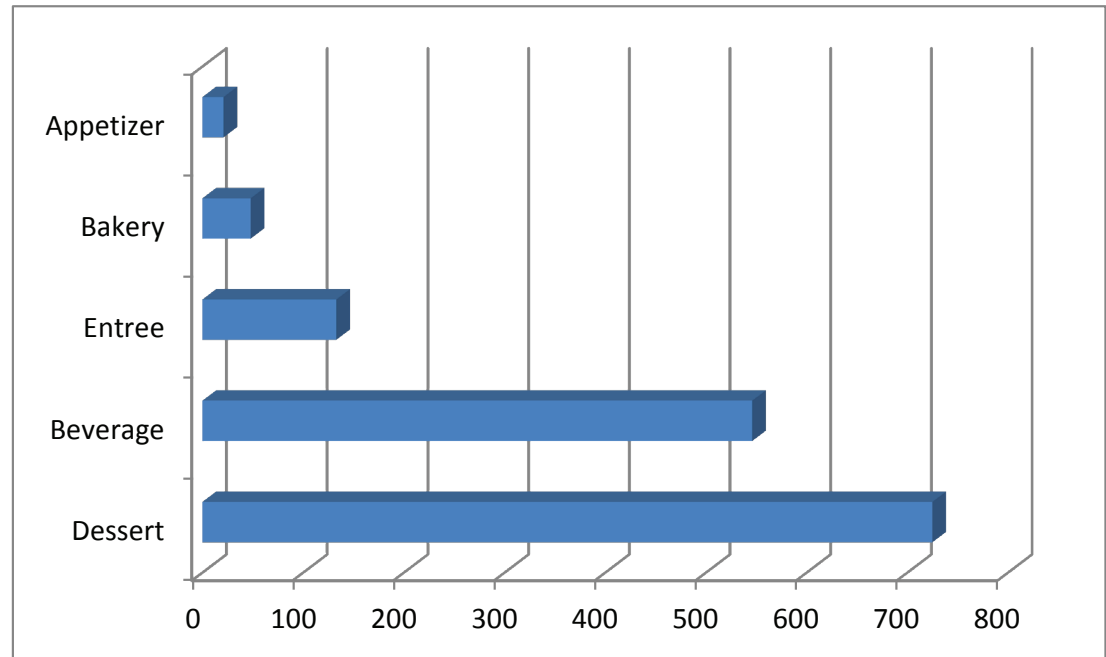
Among the many fine-dining chefs enjoying caramel's versatility, chef John Delpha uses the popular ingredient in several desserts at the recently opened *Rosebud American Kitchen & Bar* in Somerville, Mass. Currently on the menu is a Jack Daniels Caramel Banana Parfait and a bananas foster-meets-cheesecake creation with layers of no-cook cheesecake made of a cream cheese and pastry cream mixture, sliced bananas, graham cracker crumbs and a bourbon-infused caramel.

Source: *National Restaurant News*

1,607
MENTIONS

91%
INCREASE IN
CARAMEL FLAVORED
MENU ITEMS

CARAMEL ON THE MENU: TOP MENU SECTIONS



CARAMEL NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE

10,547
NEW PRODUCTS



Chocolate Brownie and Burnt Caramel
Cream Flavoured Candy: Taiwan



Salted Caramel Brandy Butter Sauce:
South Africa



Caramel Bread: Japan

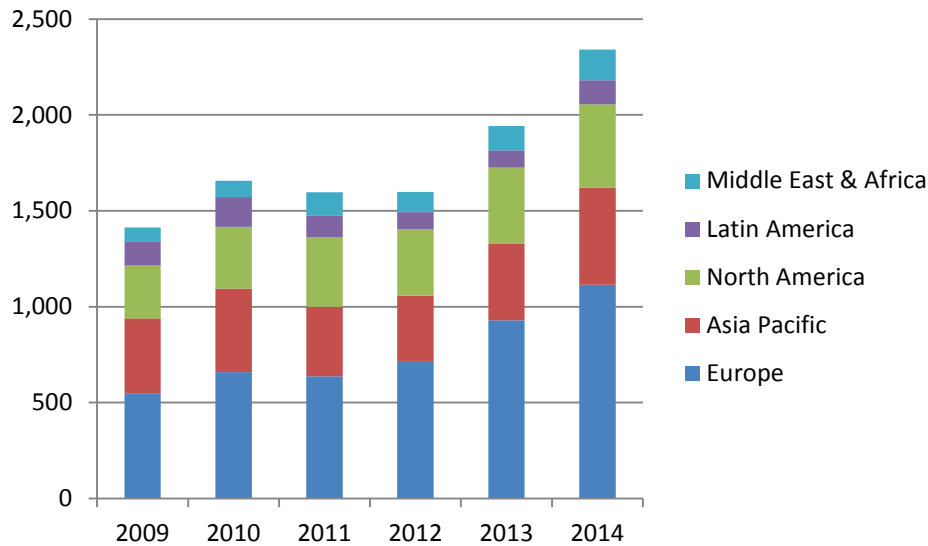


Crispy Cookie Balls in a Caramel
Cream: Switzerland

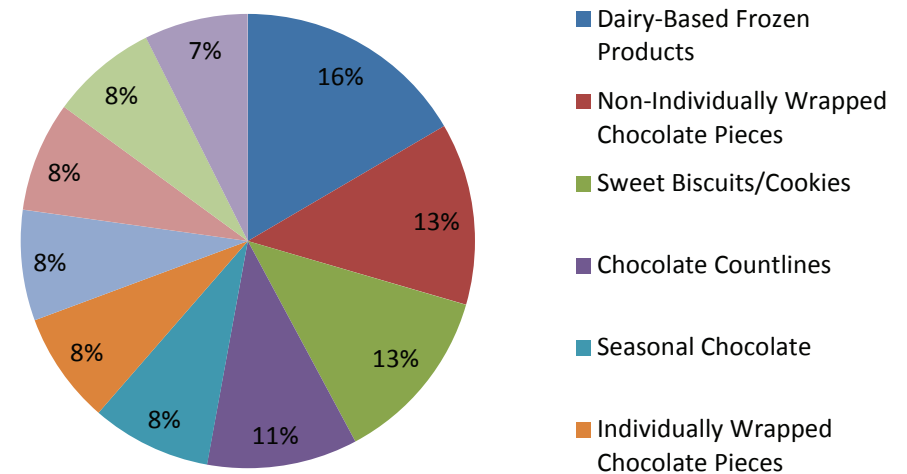


Organic Choco Caramel & Orange
Spread: France

CARAMEL NEW PRODUCT INTRODUCTIONS, GLOBAL 2009-2014



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



Chocolate is the top flavor paired with caramel.

CARAMEL NEW PRODUCT INTRODUCTIONS, NORTH AMERICA PRODUCTS OF NOTE

2,136
NEW PRODUCTS



President's Choice Apple Caramel Blossoms



Target's Caramel with Sea Salt Dark Chocolate Gourmet Mini Bark



Old Orchard's Limited Edition Caramel Apple Flavored Juice Drink

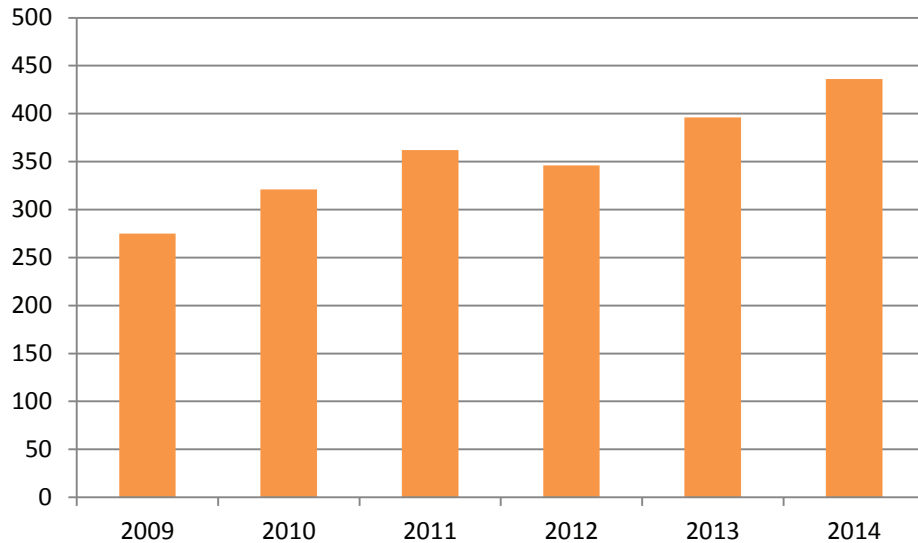


Williams-Sonoma's Caramel Coconut Grahams

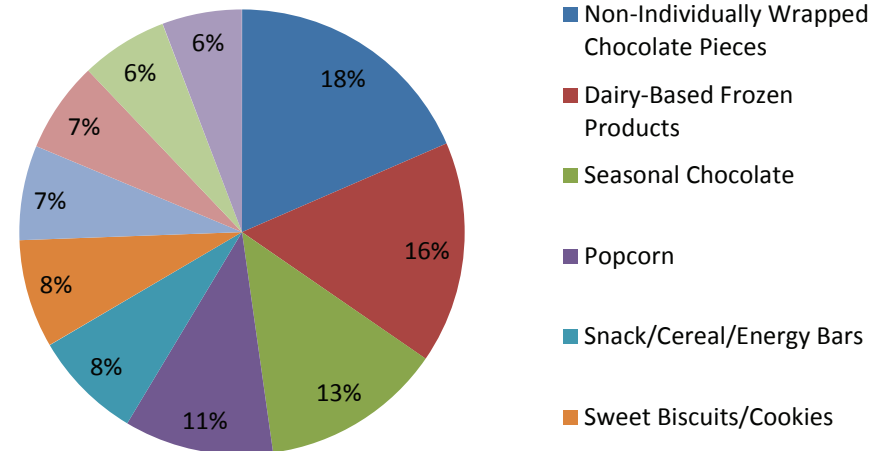


Sof'ella Gourmet Natural Foods' Eggnog Caramel Monkey Bread

CARAMEL NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2009-2014



CARAMEL NEW PRODUCT INTRODUCTION, NORTH AMERICA 2009-2014 BY TOP SUB-CATEGORY



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.

