

20 FLAVOR INSIGHT 15 REPORT



HIBISCUS BY THE NUMBERS

Hibiscus is a group of flowering plants that are native to the tropical and subtropical regions of the world. The flower is edible and known for its bright red color, distinct, tangy flavor and for being a great source of vitamin C.

Jamaica flower is not officially a flower, but the calyx (the portion that covers and protects the bloom before it opens) of the hibiscus. Drinks that feature hibiscus have been around for quite a while. Dried Jamaica flowers are used to make beverages and produce a sour-sweet flavor and shimmering crimson color. When selecting flowers, look for those that are brightly colored—dull or dark flowers indicate age and less flavor. It's brewed into tea form all around the world, and agua de Jamaica (as it's known in Spanish) is popular in the Latin world. The flower itself can be dried, candied, baked into cakes, and used in a variety of different ways.

Hibiscus is in Full Bloom

There are several mentions of hibiscus in print media:

- *The New York Times* discussed PepsiCo's plans to launch a line of "craft" fountain sodas. The flavors will include orange hibiscus, black cherry, pineapple cream, and agave vanilla cream. The goal of the new line is to reach consumers who avoid the typical soda company's product. This new line will be aimed at the tea and water drinkers who are pulled toward more natural products.
- Hibiscus was featured in *Saveur's* "6 Floral Cocktails" article in the February 2015 issue. The Blooming Champagne Cocktail has a hibiscus flower in the center of the glass. Added rose water helps bring the sparkling wine to full bloom.
- In September 2014, *Cooking Light* published an article on the heart-health benefits of hibiscus. Hibiscus sabdariffa (commonly known as Roselle) is known to not only make a great tea, but also lower blood pressure. The article mentions some other uses of hibiscus such as it being a good base for curry, and adding a "zing" to a fresh salad.



Saveur



Cooking Light



Food Republic

Blogs are even spotlighting hibiscus from health benefits to gardening tips.

- The Surprising Health Benefits of Hibiscus, *Gaia Herbs*
- Tips on Caring For Hibiscus Plants, *Gardening Know How*
- How to Make Your Own Hibiscus Syrup for the Best Rum Punch, *Food Republic*
- Organic Uncut Hibiscus Flower Tea, *Nature's Tea Leaf*

Hibiscus in the Media

A search for hibiscus on **food.com** yields 65 results. Although most of these results are for teas and cocktails, there are a few recipes that break out of the pack. Some of these recipes are: steak tacos with hibiscus and jalapeño syrup, hibiscus nectar cake, and hibiscus enchiladas.

Pinterest is a "gardener's guide to hibiscus". Simply searching "hibiscus" provides pins and boards dedicated to the care of this plant.

The search for "hibiscus" on **twitter** shows recipes for hibiscus flavored drinks from *Bon Appétit* and *Huffington Post Lifestyle*. There are also links to two restaurants in London with the flower as the chosen name. One chef tweeted a picture of his "Lemon Tart, Hibiscus Meringue, and Wild Strawberry Sorbet."

HIBISCUS ON THE MENU Q4 2008 - Q4 2014

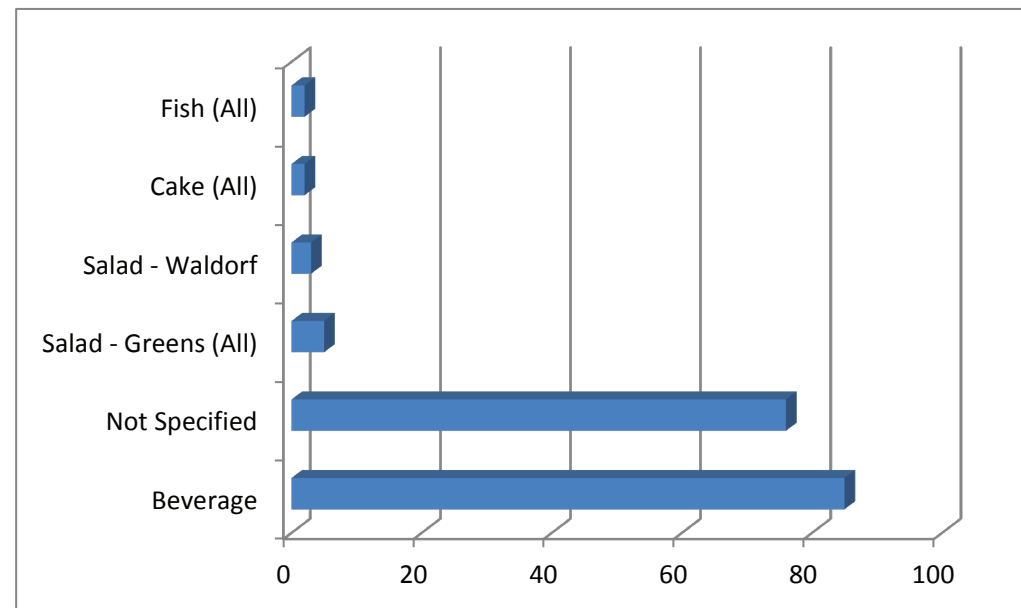
- Hibiscus Mint Margarita, *McCormick & Schmick's*
- Hibiscus Hot and Sour Coral Cod, *Abacus Restaurant*
- Pistachio Linzer Tart with Raspberry-Hibiscus Tea Jam, *Blue Ginger Restaurant*
- Grapefruit Sorbet with Hibiscus, *Farllon*

176
MENTIONS

FINE/UPSCALE/
GOURMET
TOP RESTAURANT
SEGMENT

50%
GROWTH

HIBISCUS ON THE MENU: TOP MENU SECTIONS



HIBISCUS NEW PRODUCT INTRODUCTIONS, GLOBAL 2009-2014 PRODUCTS OF NOTE

601
NEW PRODUCTS

Peach and Hibiscus Flavoured Carbonated Water: Hungary



Sparkling Wine Cocktail with Hibiscus Blossoms: Germany



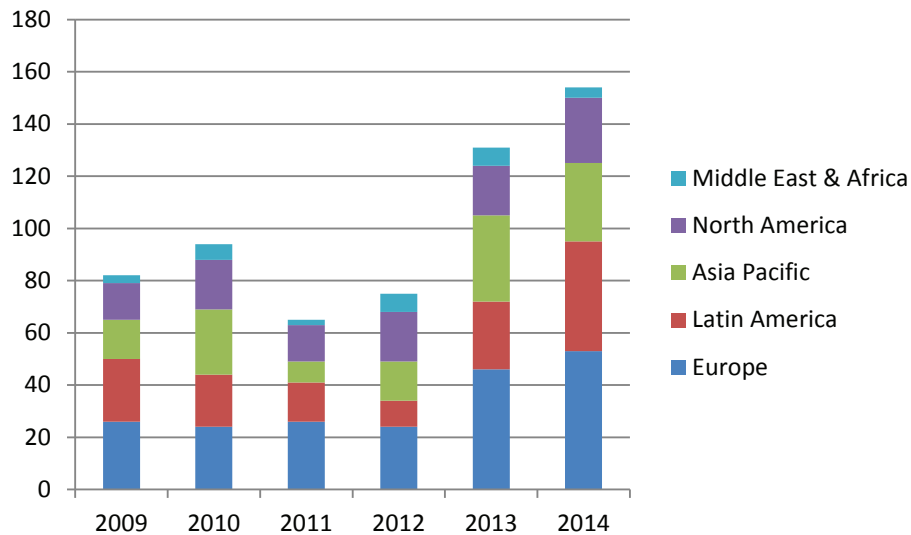
Dried Roselle: Thailand



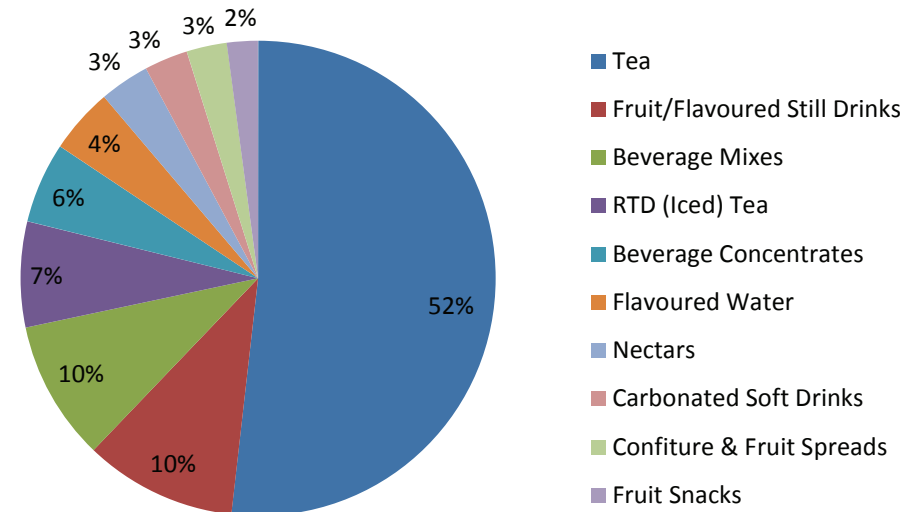
Roselle Mooncakes: Hong Kong



HIBISCUS NEW PRODUCT INTRODUCTIONS, GLOBAL 2009 -2014



HIBISCUS NEW PRODUCT INTRODUCTIONS, GLOBAL 2009 -2014 BY TOP SUB-CATEGORY



HIBISCUS NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2009-2014 PRODUCTS OF NOTE

110
NEW PRODUCTS

Williams-Sonoma's Hibiscus-Lime Soda-Making Kit



Alive & Radiant Foods Kale Krunch's Nature's Green Hibiscus & Pink Peppercorn Super Snack



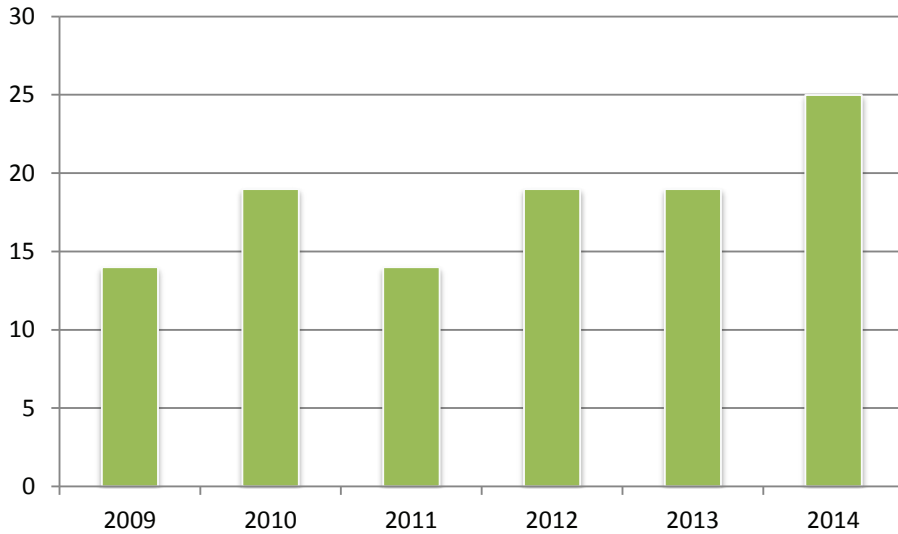
Boulevard Brewing's Hibiscus Gose Malt Beverage



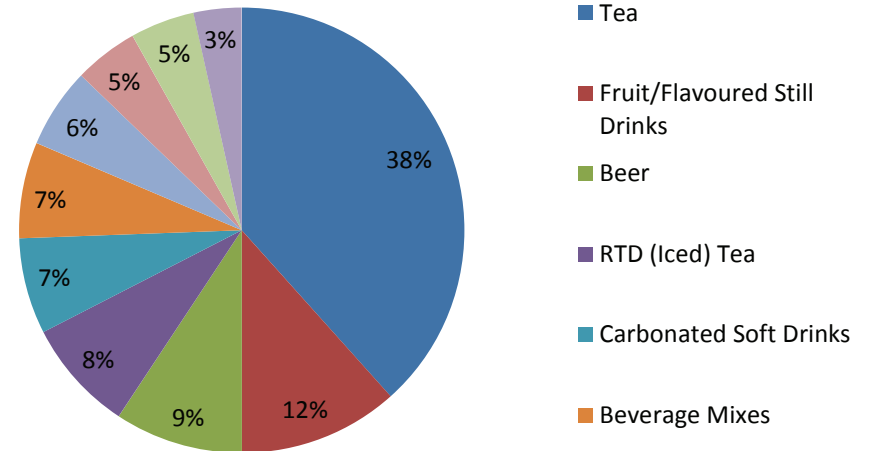
Wild Ophelia's All Natural Southern Hibiscus Peach Milk Chocolate Bar



HIBISCUS NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2009 -2014



HIBISCUS NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2009 -2014 BY TOP SUB-CATEGORY



Rosehip is the top flavor paired with Hibiscus!

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.

SOURCES:

Mintel GNPD

Mintel Menu Insights

Google Blog

Pinterest

Twitter

Food.com

Food Lover's Dictionary

