

20 CATEGORY 15 INSIGHT



SAVORY SAUCES

From customized mayonnaise to a simple tomato concoction, savory sauces come in a variety of textures, colors, and — of course — flavors. Sauces provide the accent to the meal or a way to tie it all together. With sauces to suit even the pickiest consumers, it's a category that can change quickly and often.

Here's a look at the newest trends for savory sauces.

CLEAN LABEL

More and more sauce products are adding natural credentials, in order to capture the “clean label” customer. Globally, in the 12 months prior to August 2015, 27% of new sauces and seasonings carried a natural claim. In addition, 18% of new product packaging explicitly mentioned the exclusion of additives.

MENU OFFERINGS:

- Lyfe Kitchen in Memphis uses sustainable and organic ingredients whenever possible. The menu specifies which items are vegan, contain nuts or are gluten-free. Their “Ancient Grain Stir-Fry” uses a chile-ginger sauce.
- Seattle restaurant Agrodolce serves organic and sustainable ingredients, including a fresh herb aioli with its pan-seared sockeye salmon.
- Savor, a new restaurant in North Canton, OH, serves organic and non-GMO ingredients. Their organic hummus plate features roasted red pepper, roasted tomato and crostinis.



In the United States, Victoria Fine Foods announced a new organic pasta sauce line, to hit shelves in the fall. The first organic sauces include pomodor, tomato herb, arrabiata and toasted garlic. According to a company press release, the products are certified USDA organic, non-GMO project verified and gluten-free.



In Italy, Baule Volante launched Organic Vegan Eggless Curry Mayonnaise, which is made with sunflower proteins and curry. The product is positioned as organic, vegan, gluten-free and low/no/ reduced allergen.



Alma Norge in Norway launched Organic Green Pesto with Basil. It claims to have a real Italian taste and is positioned as an ethical and environmentally friendly product and using ingredients from certified organic farming.

CHILE PEPPERS BRINGING THE HEAT

Chile pepper is the fourth most common flavor in new product launches in Europe, and the heat-seeking trend continues across the globe. Whether a gentle kick or a searing heat, new sauces include chile peppers like never before.

MENU OFFERINGS:

- The Rattlesnake Club in Detroit serves an ancho chile tamarind sauce with its Chickpea and Cauliflower Pakora.
- In Chicago, Frontera Grill's Shrimp in Yellow Mole features a mole sauce using ancho and guajillo chiles as well as tomato, tomatillo and onion.
- Blue Ginger Restaurant in Wellesley, MA, serves Shiitake-Leek Spring Rolls with a three-chile dipping sauce.



In China, Jiahoa Korean Style Garlic Chili Sauce is made with chile peppers and garlic. Its flavor is said to be gentle and spicy. It is used as a dip for foods like dumplings.



In the UK, Waitrose Cooks' Ingredients has launched a Pibil Paste using tomatoes and "the Mexican holy trinity of chillies." The vegetarian product is said to be ideal for tacos.



In the US, Williams-Sonoma launched Spicy Sweet and Sour Dipping Sauce which includes red chile pepper, citrus, sweet peppers, toasted sesame oil and orange juice. It is said to be good as a dipping sauce or as a marinade, dressing or grilling sauce.

BLANK CANVAS

More than 20% of Spanish, Polish and German consumers say that they are influenced by unusual flavors when buying condiments. With consumers growing more adventurous, customizable “base” sauces like mayo, aioli and hollandaise are ripe for customization. These simpler sauces serve as carriers to bring not-so-simple flavors to consumers.

MENU OFFERINGS:

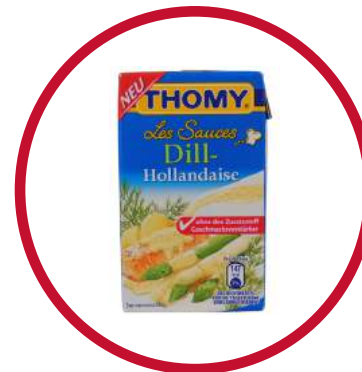
- In Charleston, SC, Peninsula Grill offers truffle-flavored hollandaise as a side option.
- Rialto Restaurant in Cambridge, MA, serves a red-pepper aioli with its parmesan fries.
- Uncle Ramen in Denver features a miso-flavored mayonnaise on the Fried Green Tomato Steamed Bun.



In the U.S., Empire Mayonnaise released Black Garlic Mayonnaise. It is positioned as all-natural, non-GMO and uses cage-free eggs.



Canadian brand Co-Op Gold launched a Mango Ginger Aioli in Canada.



In Germany, Nestlé recently launched a dill-flavored hollandaise sauce. Its positioning claims include being easy to use and free from additives and preservatives.



FRUIT IN SAVORY SAUCES

According to Mintel Reports, 21% of UK consumers said they would be interested in trying fruit-flavored vinegars. The trend goes beyond vinegars, however, with many new savory sauces creating complex taste with the addition of fruit flavor.

MENU OFFERINGS:

- I Love Sushi in Seattle serves a mango-chili sauce on the Sweet Mango Chili Roll.
- Rio Café in Tucson Arizona includes a jalapeno pineapple citrus mojo sauce with the restaurant's "Wild Caught Sea Scallops."
- Vidalia in Washington, D.C., serves a chipotle-lime aioli with the chicken nugget meal.



Stubb's Legendary Bar-B-Q launched a Spicy Texas Peach Sauce. The sauce is positioned as gluten-free and low/no/reduced allergen.



In Poland, company Boga launched a Chili Raspberry & Orange Sauce. The product is said to be a good addition to cheese, grilled food and poultry dishes.



Fire Belly's Caribbean Habanero Sauce for Everything uses mangoes, orange juice, peppers, garlic and ginger to create a medium hot flavor. It is positioned as artisan-made, all-natural and gluten-free.

NEW SPINS ON OLD FAVORITES

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MENU OFFERINGS:

- Sparrow Bar and Cookshop in Houston serves red curry ketchup with its “Chick Fries.”
- San Diego’s Prado at Balboa Park Sangria includes a sangria-flavored cocktail sauce with its shrimp cocktail.
- Buttons Restaurant in Fort Worth, TX, serves a sriracha ranch sauce with its “Chicken Thangs” menu item (chicken gizzards.)



In Denmark, Big Sam's Spicy Garlic BBQ sauce combines the time-tested flavor of barbeque with some new twists.



Indigusto in Germany launched a new tomato sauce which uses the flavors of paprika and cashew.



French company Copyr has launched a carrot ketchup, said to be a natural vegetarian sauce with no additives or gluten.

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.

CONTACT OUR SALES SERVICE DEPARTMENT

at 630.578.8600 to request a flavor sample or visit www.fona.com.

SOURCES

Mintel GNPD, Mintel Reports, GetFlavor.com, PRNewsWire.com, LyfeKitchen.com, AgrodolceRestaurant.net, RestaurantSavor.com



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