

# 20 FLAVOR INSIGHT 16 REPORT

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## LINGONBERRY

### By the Numbers

Lingonberry, a member of the blueberry and cranberry plant family, is native to arctic and subarctic regions of the world and is very popular in Scandinavia. Lingonberries grow wild in the mountaneous regions of Scandinavia, Russia, Canada and only in Maine in the United States. The berries are available fresh only in the regions where they're grown.

The berries have a sour/tart/slightly sweet flavor and are eaten raw or used to make sauce, juice, jam, wine and baked goods. Lingonberries are rich in antioxidants, vitamins A and C, and magnesium. Lingonberry extracts have several medicinal uses such as a component for cough syrups.

*Let's take a look at the various forms of lingonberry on the menu, in social media, and in new products.*

# Lingonberry Spottings

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

- While perusing Pinterest, lingonberry pins were spotted with a good variety of food and beverage recipes, but mostly desserts. Some of the recipes include: lingonberry brie knots, cardamom thumbprint cookies with lingonberry preserves, spiced lingonberry cider and Swedish meatballs with lingonberry sauce.
- A quick Twitter search provides tweets mentioning lingonberries “one Lingonberry-Cranberry Berrie includes 145 whole lingonberries! Crazy yet true.” by Roberts Berrie and “lingonberry bar recipes” by Baking.Food.com. Tweets also include recipes for a variety of offerings including: lingonberry smoothies, lingonberry gingerbread cakes, lingonberry dressing.
- On Food.com 55 recipes appear if you search for lingonberry. Recipes include lingonberry crumb pie, lingonberry ice cream, pan roasted duck breast with truffled polenta and lingonberry sauce and lingonberry muffins.

Blogs are even spotlighting lingonberries. From recipes and insight into health benefits, and restaurant reviews—lingonberries are getting full coverage.

- Food Gal reviews the new restaurant Volta in San Francisco—which she is calling “A Taste of Modern Scandinavian-French Cuisine.” She says that the Swedish meatballs will have you sitting up and take notice. They are served with traditional lingonberry compote.
- Gear Patrol wrote a blog called “The Culinary Renaissance of America’s Airport Restaurants.” It highlights the best airport restaurants in the US. The Mineapple panini with turkey, brie, apples, red onion and lingonberry sauce at Surdyk’s Flights in the Minneapolis-Saint Paul airport is recommended as a must try.
- Oh So Beautiful Paper wrote a blog called “Friday Happy Hour: A Winter Fruit Mocktail.” She combines cider, lemon juice, grenadine and lingonberry jam in shaker with ice and tops it with grapefruit soda for a wonderful winter mocktail.



*Roberts Berrie*



*Oh So Beautiful Paper*

## Lingonberry on the Menu

Q3 2009-Q3 2016

- Wadmalaw Field Greens Salad with a lingonberry vinaigrette, Magnolia's Restaurant
- Swedish Crepes topped with sweet-tart lingonberries & lingonberry butter, IHOP
- Lingonberry Cream Cheese Croissant, Atlanta Bread Company
- Lingonberry Vargtass Sorbet, Aquavit

### In Search of the Perfect Lingonberry

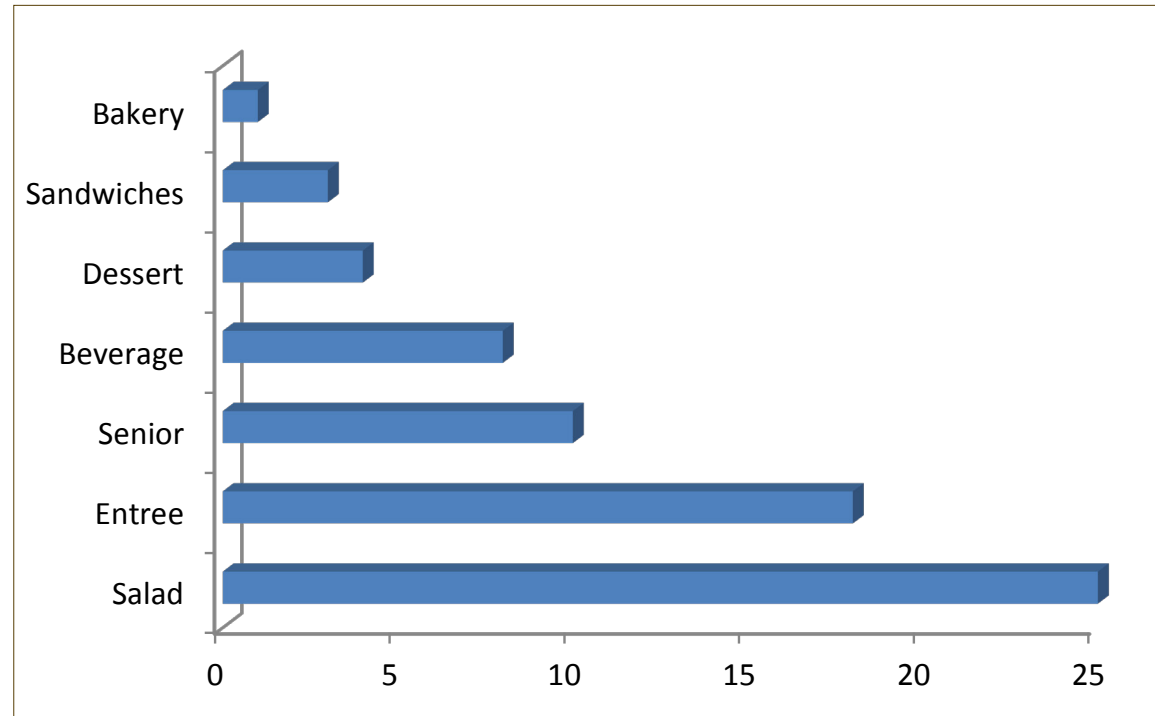
A historic Midwest restaurant and popular tourist destination has long been one of the nation's largest importers of Swedish lingonberries, and it just got better. At Al Johnson's Swedish Restaurant in Sister Bay, Wisconsin, lingonberries have been a staple item for generations. Until recently, however, few people aside from proud Swedes and Swedish Americans had ever heard of the fruit. That's changing. As new studies keep touting the health benefits of the lingonberry, similar in flavor to the cranberry, its popularity is increasing as people learn of the red berry's many health benefits. In 2015, Al's used more than 20,000 pounds of lingonberries.

Source: Swedish News

**61**  
MENTIONS

**FINE**  
**DINING**  
TOP RESTAURANT  
SEGMENT

### Lingonberry on the Menu: Top Menu Sections



## Lingonberry Global New Product Introductions Products of Note

**253**  
NEW PRODUCTS



Winter Cream Cake with  
Lingonberry Filling: Austria



Gingerbread & Lingonberry  
Flavored Christmas  
Muffins: Sweden



Fine Pate with Lingonberry  
and a Chilli-Onion Rim:  
Germany

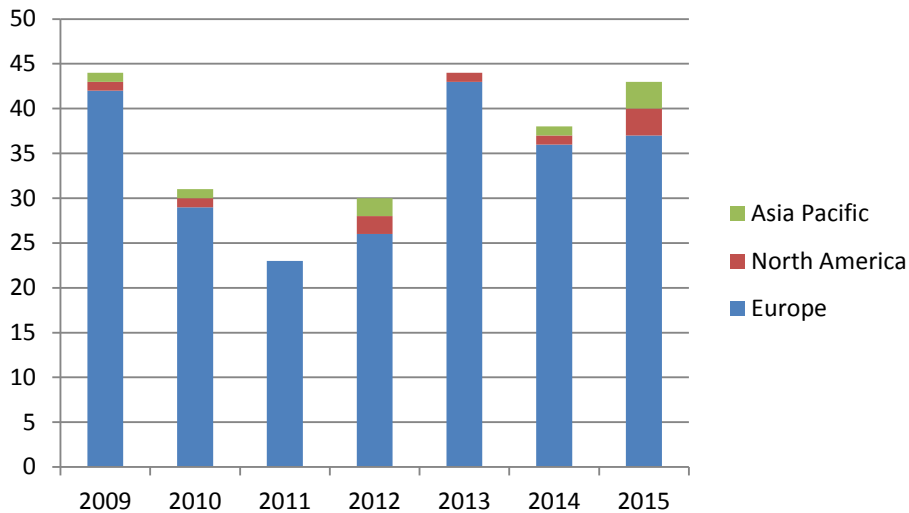


Lingonberry Flavored  
Carbonated Water: Norway

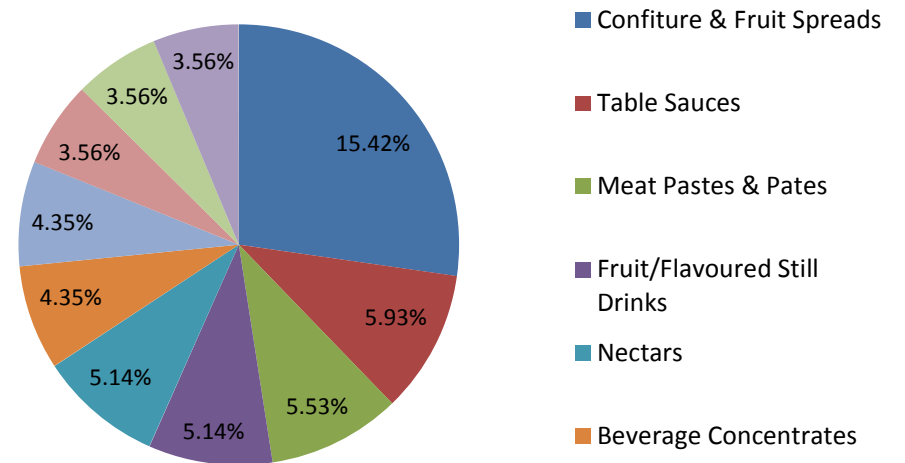


Protein Muesli with  
Lingonberry: Finland

### Lingonberry New Product Launches, Global 2009-2015



### Lingonberry New Product Launches, Global 2009-2015 by Top Sub-Category



Source: Mintel GNPD

## Lingonberry North America New Product Introductions

### Products of Note

9  
NEW PRODUCTS



Cima 99 Gold Blueberry and  
Lingonberry Gourmet Preserve



H-E-B Souper Fruit  
Lingonberry, Cranberry &  
Grape Cold Soup



Dogfish Head Kvasir with  
lingonberry & blueberry

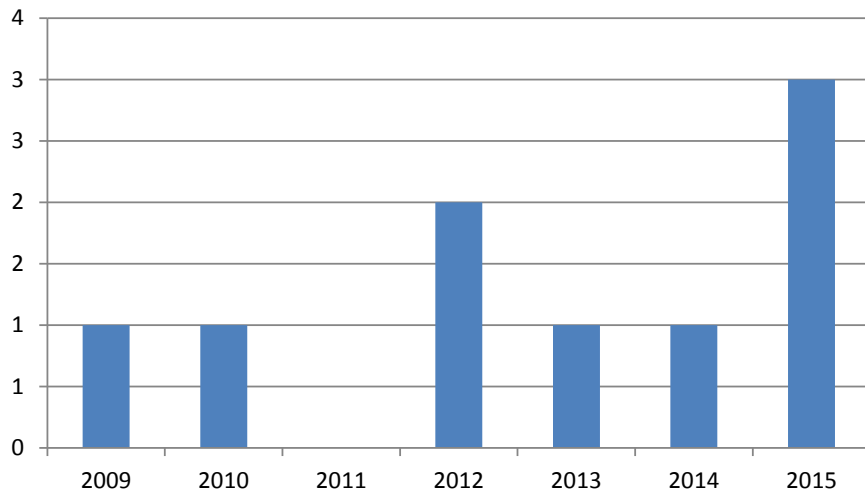


Scrumptious Pantry Heirloom  
Lingonberry Fruit Curd

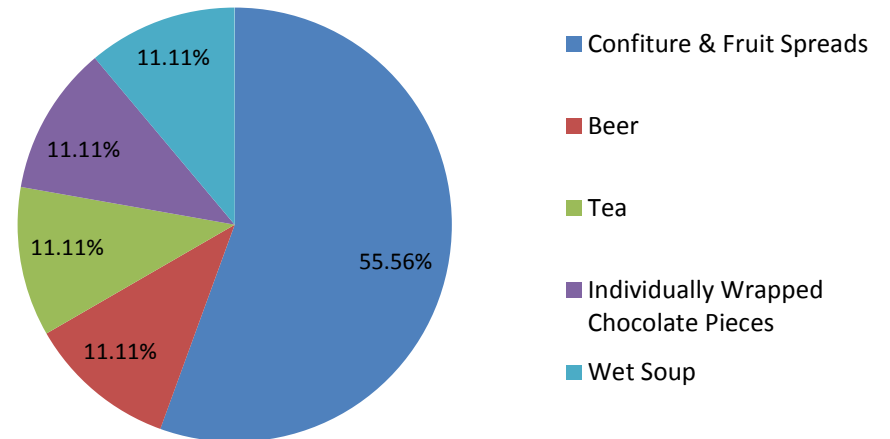


IKEA Milk Chocolate with  
Lingonberry and Dark  
Chocolate with Blueberry

### Lingonberry New Product Launches, North America 2009-2015



### Lingonberry New Product Launches, North America 2009-2015 by Top Sub-Category



Source: Mintel GNPD





## **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).

### **SOURCES:**

*Mintel GNPD*

*Mintel Menu Insights*

*Swedish News*

*Pinterest*

*Twitter*