

# 20 TREND 16 INSIGHT

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## 4 Trends in Indulgence

*"Indulgence is one of the most vital parts of our existence; it tempers the soul and widens the eyes." – Hartford Courant*

Our research shows consumers' eyes are wide open for indulgences, indeed, but we also see that many people are looking for ways to enjoy these pleasures while still maintaining a healthy lifestyle. This can mean swapping out certain ingredients for healthier stand-ins or going all-in on the occasional indulgence but balancing it with routine trips to the gym. We also found that premium and drinkable indulgences have consumers' attention.

Let's take a closer look at these four indulgence trends!

# 1 Guiltless Ingredients

Adding better-for-you ingredients to indulgent foods gives the green light to foods that perhaps would be off-limits (or guilt-inducing) otherwise. At home, think cauliflower crust pizza, zucchini noodle spaghetti, sweet potato brownies and two-ingredient banana & egg pancakes. In stores, we see products like organic confections, whole grain cookies and protein ice cream.

## Cookies

Healthier cookies are predicted to see the strongest growth through 2020 powered by young families wanting treats for the kids that slant healthier than standard cookies. Not even the annual ritual indulgence of Girl Scout cookies has escaped the guilt, with parents and doctors more often calling for healthier changes to the ingredients and sugar levels of the products.

## Gum

Innova states guilt-free indulgence is observed more and more with use of sugar-free claims, particularly within the chewing gum market. In fact, 79% of European gum launches had a sugar-free claim in 2015.

### PROJECT 7 BUILD + A+FLAVOR COOKIE DOUGH YO GOURMET GUM

is sugar-free and contains 3 flavors in 1: 12 cookie dough gum pieces and 12 vanilla ice cream gum pieces that can be enjoyed alone or together to create a new flavor.



## Organic

Consumers perceive organic foods to be healthier and are turning to organic confections for a more permissible indulgence: launches have more than doubled in the last five years, and 6% of global confections launches currently carry the organic claim.



**BLACK FOREST ORGANIC GUMMY BEARS** are USDA certified organic, feature colors from natural sources, and contain no artificial flavors.

## Less is More

Another guiltless approach is to simply eat less: minis and bite size sweet product launches increased 12% 2013 to 2015. To kick off 2016, TGIFriday's launched a line of bite-sized cakes and pops in five flavors: Lemon, Sea Salt Caramel, Chocolate Molten Cake, Peanut Butter & Jelly, and Chocolate Raspberry.

**HALO TOP** is low-calorie, high-protein, low-sugar ice cream made using milk, cream, eggs, prebiotic fiber, milk protein concentrate and organic cane sugar. "Save the bowl" says their website – you'll eat the whole pint and be guilt-free at only 240 calories. It is available in seven flavors: Lemon Cake, Birthday Cake, Vanilla Bean, Chocolate, Strawberry, Mint Chip, Chocolate Mocha Chip.



## 2 Healthy-ish

It's true that consumers have a desire for health & wellness products and will pay more for healthy foods. It's estimated this focus will generate \$1 trillion in sales of healthy foods by 2017. But, it's also true that people want to indulge. For many, it's all about balance and moderation: protein smoothie to start the workday and a Saturday night pepperoni pizza.

*Bon Appetit* editor Adam Rapoport wrote in his February letter that he and the staff at the magazine were "aiming for an achievable balance" in how they enjoyed food and drink and called it eating *healthy-ish*. "We indulge when the situation arises (that reservation we've been gunning for; Shake Shack Fridays in the art department). And we try to eat smart other times." In the same issue, the magazine presented 35 Super Bowl recipes positioned for both balance and guiltless indulgence with the introduction, "These aren't rabbit food – but they aren't gut bombs, either."

Another take on this balanced approach to indulgence was seen in the Orange County Register's January article about the recent PBS documentary "In Defense of Food" which discusses a "what-to-eat lifestyle that sounds doable for the long haul" focused on "luscious unprocessed foods, with the occasional rule-breaker indulgence."

### HENRY'S HARD SODA: "LIVE HARD-ISH"

Henry's TV commercial says, "Refreshing and easy-to-drink hard soda – but not too hard; You've got stuff to do tomorrow."



*"Indulgence is a key requirement for any new product development within sweets and snacks."*

*Florencia Moreno Torres, Innova Market Insights*



### 3 Premium

The indulgent motto for many appears to be, “If you’re going to do it, do it well.” Global premium claims have risen steadily with a 47% increase since 2012. Looking at Desserts & Ice Cream and Chocolate Confections, we see an increase of 51%. In North America, Premium ice cream brands Magnum and Ben & Jerry’s have “strong indulgence-led positioning” and continue to see strong sales growth despite the ice cream market as a whole continuing to sag.



*Global chocolate confection premium claims have risen 50% since 2013*

*75% of women & 68% of men eat chocolate as a treat*



**LULA'S CHOCOLATES DARK ALOHA ROCKY ROAD** is handmade in Beverly Hills, California with artisan marshmallows, house-roasted macadamia nuts from Hawaii and premium dark chocolate.



**COOLHAUS CHOCOLATE HAZELNUT AALTO-MOND ICE CREAM BARS** are described as a architecturally-inspired gourmet dessert featuring chocolate hazelnut ice cream dipped in salted milk chocolate and almonds.

## 4 Drink Your Indulgence

### ALCOHOL + CHOCOLATE

There's never a shortage of chocolate alcoholic drinks. Hop on Pinterest and scroll all afternoon through images of Chocolate Mint Russian Caketinis, Oreo Crumble Mudslide Cocktails and Chocolate Salted Caramel Vodka Espressos in toasted marshmallow shot glasses. But Deb Lindsey of *The Washington Post* recently introduced readers to three indulgent chocolate cocktails with different flavor profiles all together:

- **Pleasure Dome:** rum, creme de cacao, Carpano Antica vermouth, Coca-Cola syrup and smoked paprika
- **Cocoa Smoke:** chocolate, the grassy smoke of mezcal and ancho chili pepper liqueur
- **Chocantonic:** chocolate and gin and Earl Grey tea with citrusy bergamot notes and a splash of orange juice

### CHEERS TO HEALTH & WELLNESS

Mintel's research on alcoholic beverages published May 2015 reported, "While the consumption of alcoholic beverages may not be driven by a pursuit of healthy living, products that lower the guilt of indulgence should be considered." Here are three UK beverages following this advice, as rounded up by Brand Genetics:

- **Lovo:** A coconut water based vodka drink with only 128 calories, no refined sugar, artificial colors or flavors and a health halo from coconut water.
- **LoCa Bev:** Positioned as a science-driven beverage full of flavor, but not calories (the "slimmest serving in town") with only 46 calories per serving.
- **Saint:** A full strength lager with no sugar and just 99 calories per bottle.

### COFFEE

UK consumers are making purchases to prepare indulgences at home, such as replicating coffeehouse drinks. In North America, premium hot beverages rose nearly 40% since 2012 with decadent flavors such as Red Velvet, Vanilla & Rum, Coconut & Caramel, Gingerbread, Maple, Chocolate Truffle, Tiramisu and Salted Caramel all making appearances.



#### BARRIQUES WINE AND COFFEE SHOP, MADISON, WI

Mexican hot chocolate spiced with cinnamon, cayenne and vanilla.



#### CHOCK FULL O' NUTS PREMIUM SELECTIONS THE HEAVENLY SALTED CARAMEL COFFEE MEDIUM ROAST K-CUPS

## 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](http://www.fona.com).

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