

20 FLAVOR INSIGHT 16 REPORT



BEET

By the Numbers

Beets are firm and round with smooth skin and range in color from deep red to yellow to white. In the root vegetable family, they are sweet and earthy in flavor and offer versatility in the kitchen with common uses in everything from salads and sauces to desserts. Beet greens taste similar to Swiss chard and are often used as an alternative to spinach.

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

You've got the beet!

There are several mentions beets in social media. Here are some of the highlights.

- While perusing Pinterest, beet pins were spotted with a good variety of food and beverage recipes, especially those for roasting, pickling and salads. Some of the recipes include: beetroot and feta salad, oven-baked beet chips, beet bread with cream cheese and dill swirl and beet and avocado deviled eggs.
- A quick Twitter search provides tweets mentioning beets "Pickle some beets today, enjoy them in salads or on their own all week." by RachaelRay Every Day and "Beets, it's what's for dinner" by Food 52 with a recipe for French Peasant Beets. Tweets also include recipes for a variety of offerings including: beet cupcakes, smoothies, and vegan burgers.
- On Food.com 1,596 recipes appear if you search for beet. Recipes include baked beets, pickled beets and even a recipe for red beet chocolate cake.

We are also spotting beets in print publications. Here are some of the highlights.

- In the January 2016 issue of Good Housekeeping, they highlight the sous vide trend and provide a recipe for Steak Salad with Charred Green Onions and Beets. Tossed with vinegar, olive oil, salt and pepper are beets, greens, and radicchio.
- In the January 2016 issue of *Bon Appetit* is a recipe for a Beet and Carrot Salad With Curry Dressing and Pistachios. They note that smaller beets are ideal for this, since the rounds will fit neatly at the end of the fork.



Food 52



Bon Appetit

Beet on the Menu

Q3 2009-Q3 2015

- Beet Orange Basil Juice, *Mansion on Turtle Creek*
- Gnudi: Red beet & ricotta dumplings with pancetta & green pea puree, *Zio*
- Beet Brownie with spiced pistachios and pomegranate maple reduction, *T'afia*
- Zucchini Fritters with a beet aioli, *The Blue Star*

Where's the Beet?

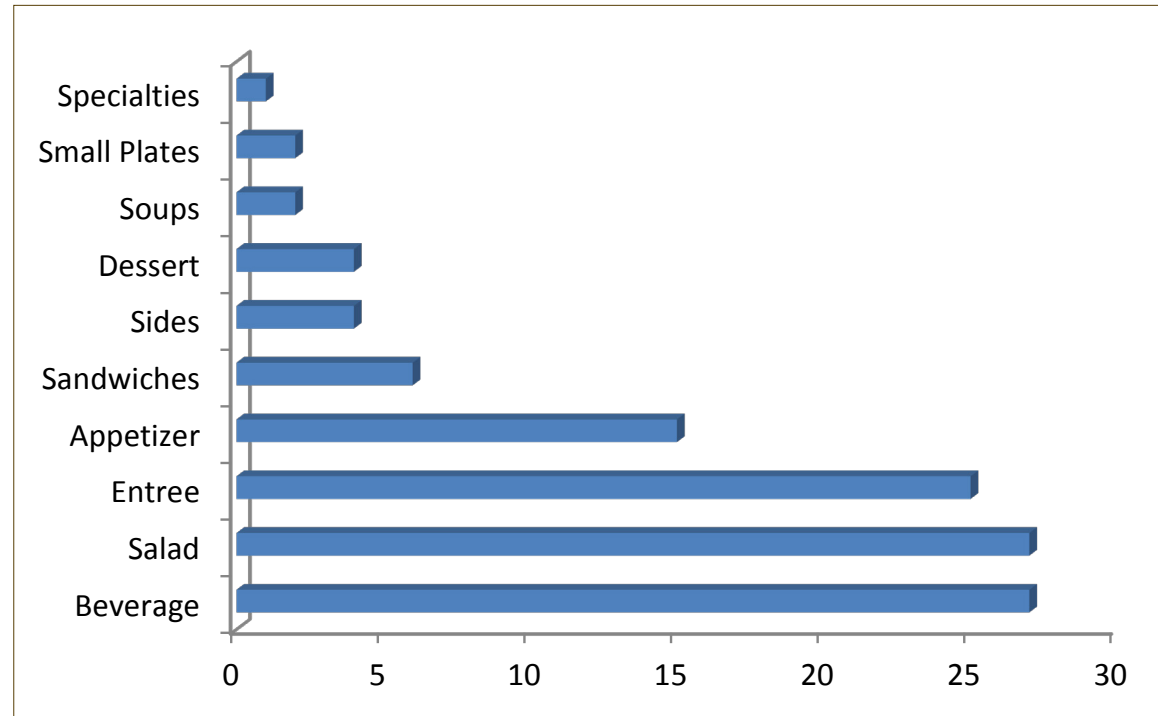
Vegetables are no stranger to the spotlight these days. The latest MVP? The humble beet, which can do anything that pork, chicken, or beef can do. Check out the beet at these restaurants: the Whole Roasted Beet at Cockscomb in San Francisco; the Beet Tartare at 492 in Charleston, SC; and the Beet Bourguignon at Rebelle in NYC.

Source: *Bon Appetit*

114
MENTIONS

FINE
DINING
TOP RESTAURANT
SEGMENT

Beet on the Menu: Top Menu Sections



Beet Global New Product Introductions Products of Note

903
NEW PRODUCTS



Olive Let's Dip! Patzarosalata
Beet Root & Yogurt Dip: Thailand



Shwe Shwe Beetroot &
Honeycomb Ice Cream:
South Africa



Cold Pressed Passion Fruit,
Strawberry and Beet Juice:
Brazil

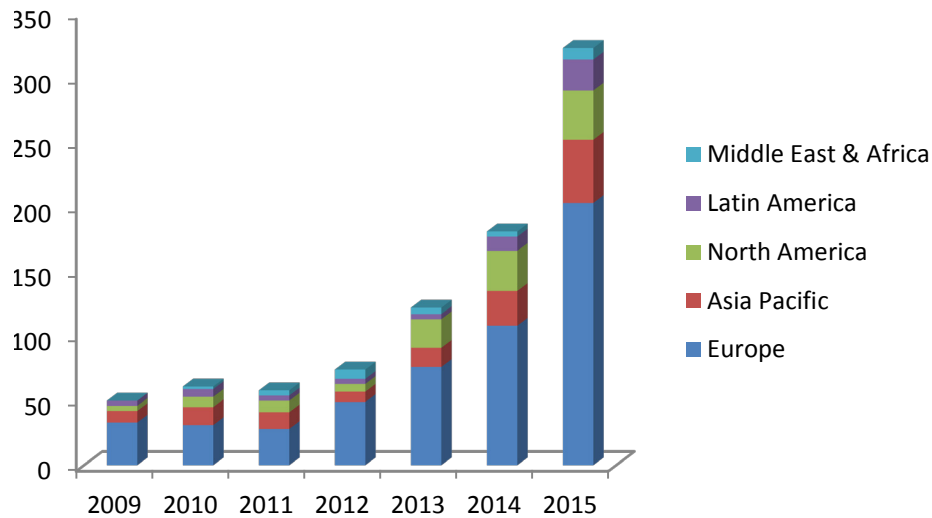


Marks & Spencer Super
Beetroot & Mint Soup: UK

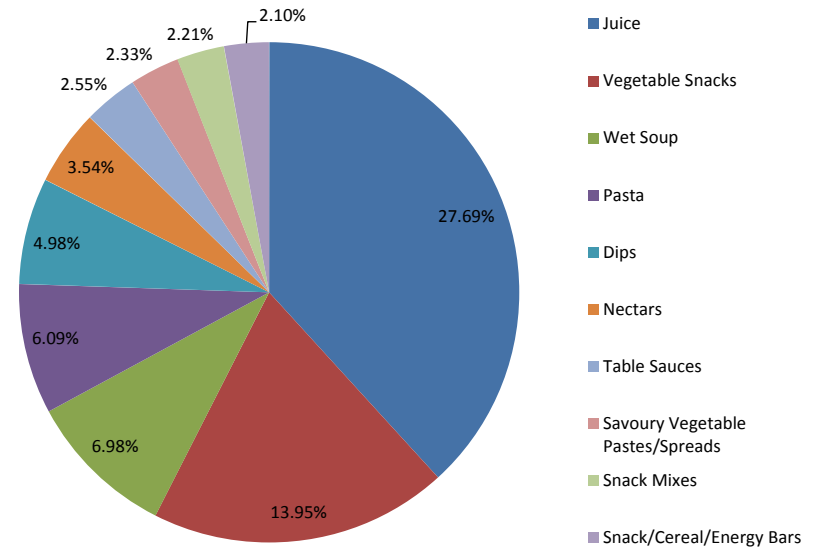


Seasoned Beetroot and
Potato Chips: Switzerland

Beet New Product Launches, Global 2009-2015



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



Source: Mintel GNPD

Beet North America New Product Introductions

Products of Note

120
NEW PRODUCTS



First Food Organics Superfruit Stars Strawberry, Rhubarb & Beet Organic Fruit Chews



Hawthorne Valley Cinnamon Coriander Fennel Beet Kvass Probiotic Beverage



Friendly Farms Fruit & Veggie Blended Lowfat Yogurt Cups: Strawberry & Beet Flavor

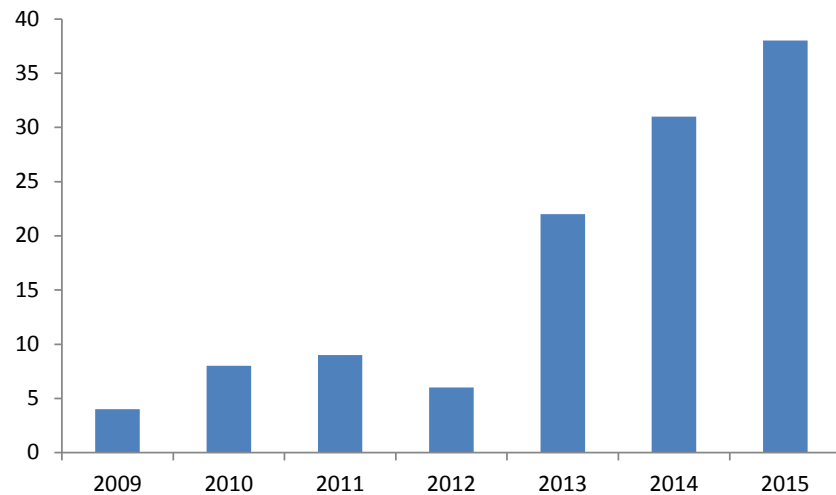


Bitsy's Brainfood Smart Cookies Orange Chocolate Beet Cookies

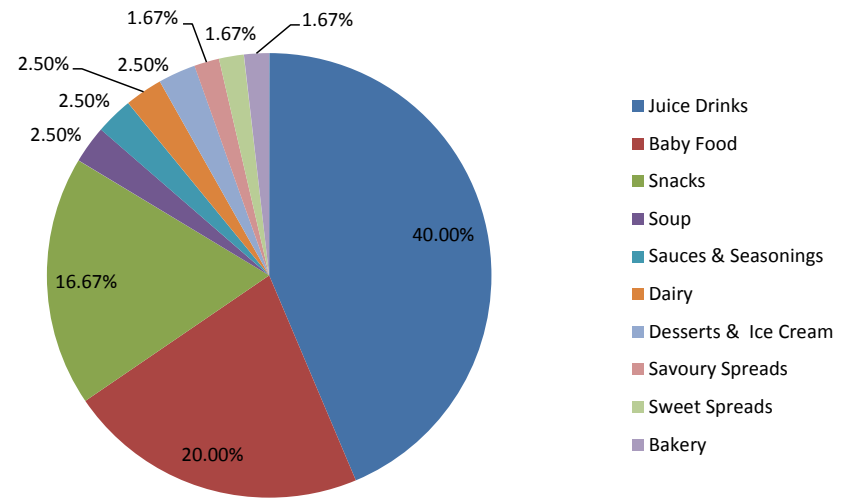


Ella's Kitchen Mighty Strawberry and Red Beet Smoothie Drink

Beet New Product Launches, North America 2009-2015



Beet 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.

SOURCES:

Mintel GNPD

Mintel Menu Insights

Bon Appetit

Pinterest

Twitter