

20 FLAVOR INSIGHT 16 REPORT



CARDAMOM

By the Numbers

A member of the ginger family, this aromatic spice is native to India and grows in many other tropical areas. Cardamom seeds are encapsulated in small pods about the size of a cranberry. Cardamom has a strong, pungent flavor with notes of lemon, smoke and mint. It is widely used to flavor dishes from stews and curries to desserts.

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

Cardamom Spotlight

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

- A quick Twitter search provides tweets mentioning cardamom with recipes for coffee cardamom walnut cakes, nutty cardamom fro-yo cups and a pistachio cardamom cake.
- While perusing Pinterest, cardamom pins were spotted with a good variety of food and beverage recipes, but mostly recipes for cake and cookies. Some of the recipes include: cardamom spiced ginger cookies, cinnamon cardamom cake with maple pecan frosting, pistachio cardamom coffee cake and even cardamom coffee.
- On Food.com 4,238 recipes appear if you search for cardamom. Recipes include cardamom lassi, cardamom tea, pear cardamom bread and Christmas cardamom butter cookies.
- The *New York Times* website introduced “Hot Cereal 30 Ways at Oatmeals in Greenwich Village.” Cardamom is featured on the menu in their Indian Spiced Oatmeal with flavors of chai, cardamom and crystallized ginger for a touch of crunch, mixed with almonds, raisins and a splash of coconut milk.

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

- The Daily Herald from Arlington Heights, IL spotlights handcrafted cocktails and chef driven pub fare in February 2016. They review Punch Bowl Social in Schaumburg, where they feature a cocktail called “You must bring us....A Shrubbery” that is made with sky moscato vodka, house made cardamom syrup, watermelon shrub, lemon juice and red wine float.
- The Press of Atlantic City features an article called “10 simple recipes featuring today’s most powerful superfoods.” Quinoa is one of the items listed and they recommend the following flavor combo—Satisfying quinoa combines with a plethora of flavors including cinnamon, cardamom and maple syrup to make Spiced Wild Blueberry, Almond, Quinoa + Oat Breakfast Bars a family favorite.



Pistachio Cardamom Cake



Oatmeals NYC

Cardamom on the Menu

Q3 2009-Q3 2015

- Butternut Squash Soup with a cardamom cream, *Wolfgang Puck Bistro*
- Semolina Walnut Cake with cardamom ice cream, *Sanford Restaurant*
- Madison Ave Manhattan made with fig-cardamom aquavit liqueur, *Aquavit*
- Watermelon with tomato cardamom jam, *Stephan Piles*

The Spice Blends of Life

"Spice blends offer low commitment, high reward," says Eric Stangarone of The Culinary Edge.

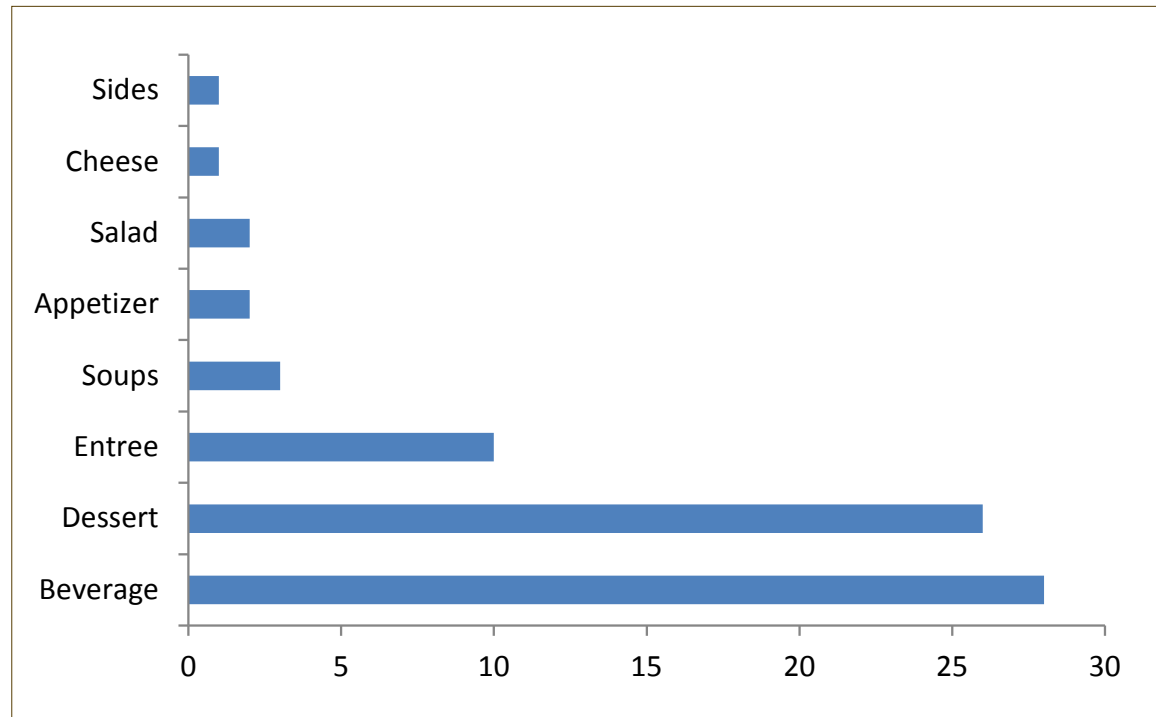
"It's easy to experiment with different spice blends, requiring little, if any, change in technique of your existing recipes." There may not be room on your menu for a Baharat-Spiced Turkish Lamb Stew, but baharat (black pepper, paprika, cloves, cumin, nutmeg, cardamom and red pepper) can bring an intriguing dimension to the familiar meatball sandwich.

Source: *Flavor & the Menu*

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MENTIONS

**FINE
DINING**
TOP RESTAURANT
SEGMENT

Cardamom on the Menu: Top Menu Sections



Cardamom Global New Product Introductions

Products of Note

631

NEW PRODUCTS



Oven Fresh Cardamom Custard Cookies: India



Nescafé Arabiana Instant Arabic Coffee with Cardamom: Egypt



Iceland Classic Carrot & Cardamom Soup: UK

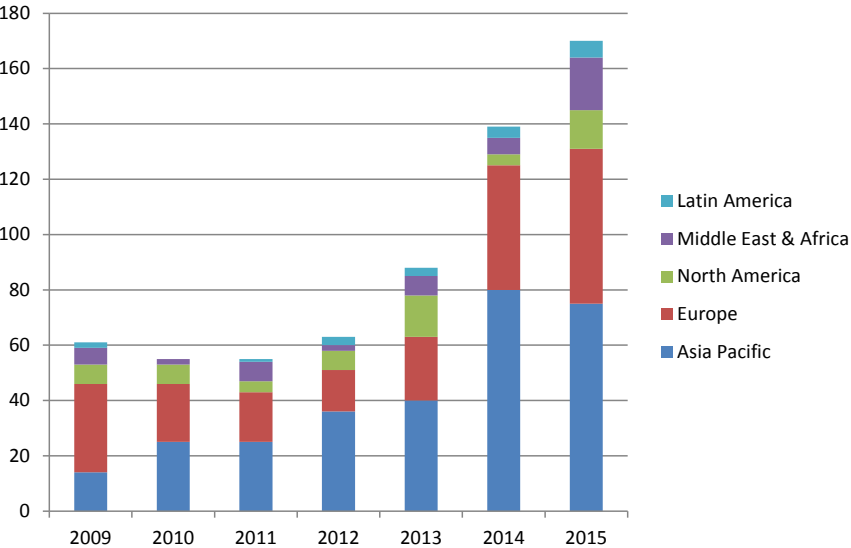


Premium Tonic Water with Ginger & Cardamom: Spain

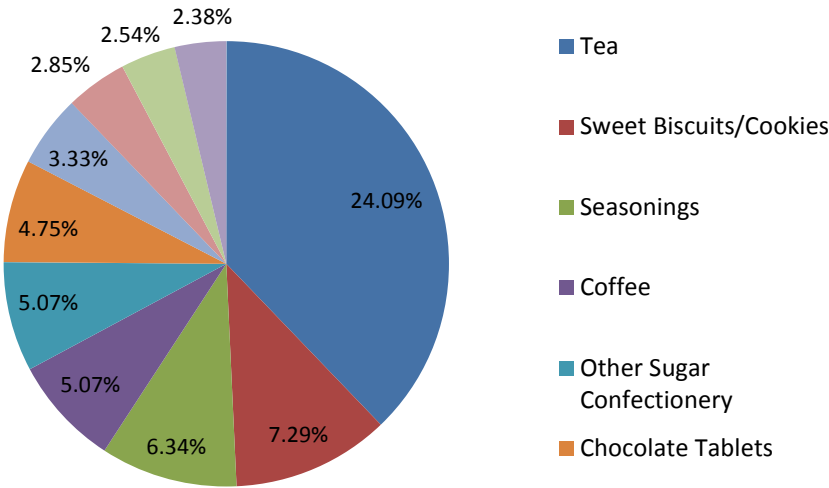


Yas Cardamom Dates Granola Bar: Germany

Cardamom New Product Introductions, Global 2009-2015



Cardamom New Product Introductions, Global 2009-2015 by Top Sub-Category



Source: Mintel GNPD

Cardamom North America New Product Introductions

Products of Note

58

NEW PRODUCTS



Temple Turmeric Holiday
Spiced Lassi Culture Blend



Bixby Bar To the Nines
White Chocolate Bar



Kashi Overnight
Muesli Cherry Cinnamon &
Cardamom Cereal

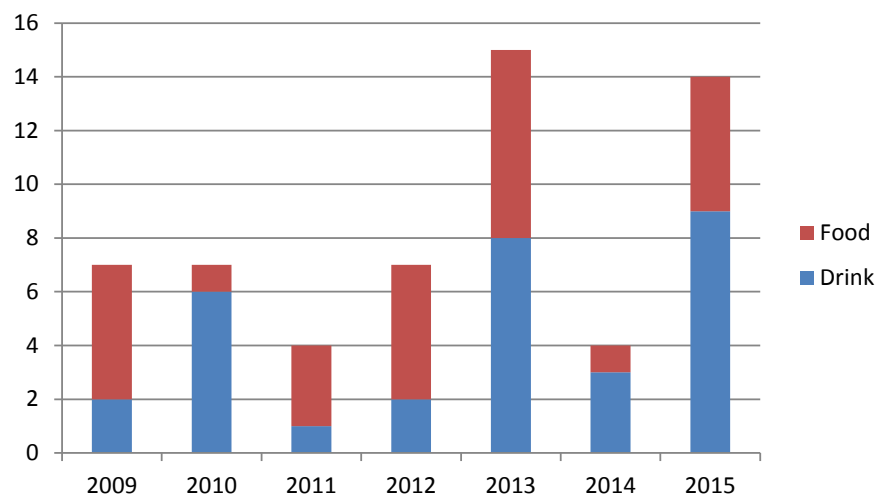


Drink Distinct Joia Grapefruit,
Chamomile & Cardamom All
Natural Soda

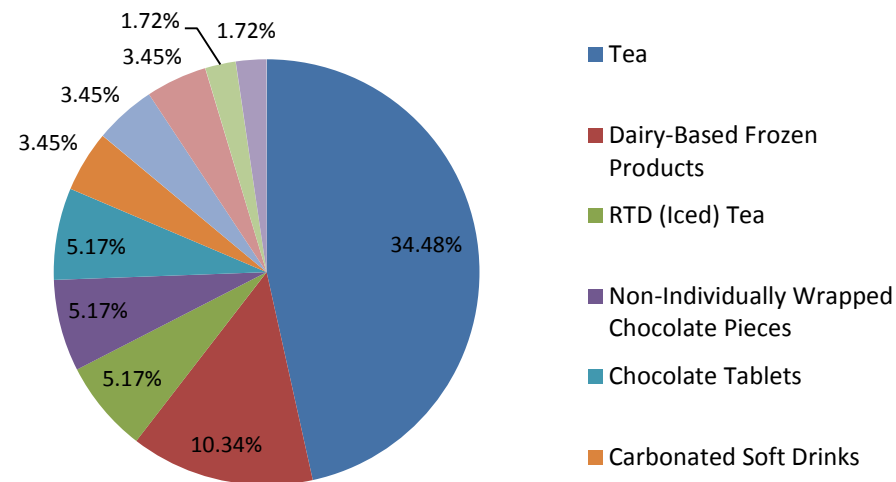


Betsy's Best Bar None
Cinnamon Cardamom Whole
Food Rounds

Cardamom New Product Introductions, North America 2009-2015



Cardamom New Product Introductions, 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

Food Lover's Companion

Food.com

Pinterest

Twitter