

10 Things You SHOULD KNOW

MAY 2016

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FONA's consumer and market insights experts translate trends into product ideas and connect the dots from research to concepts to market opportunities. Our flavor and product development experts are at your service to help meet the labeling and flavor profile needs to capitalize on market and consumer trends. From concept to manufacturing, we're here every step of the way!



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1. Salad for Breakfast?
Kale yeah! Start your day off with a bowl of greens and knock out half your daily veggie quota. *Eating Well* provides recipes for kale breakfast salads including pairings like Smoked Trout & Avocado, Quinoa & Strawberries and Bacon & Egg.

3. Coffee + Tea
Good bartenders are precisely the obsessive types who geek out over coffee and tea; some even start out as baristas. This helps explain the boom in coffee and tea cocktails. Another factor: increased availability of cold-brew coffee and excellent coffee liqueurs and tea. *Food & Wine Magazine* featured a Bourbon Chai Milk Punch recipe a May 2016 article "Trending Cocktails."

5. Good Enough to Eat
Have you even swooned over the scent of a rose and thought "It smells good enough to eat"? Go ahead and nibble. Edible flowers are everywhere—the flowers of culinary herbs, such as thyme, rosemary, and basil are always edible, as are the flowers of many vegetables. | *Vegetarian Times*



7. Golden Child
Nine out of ten chefs agree: No matter how fancy the menu, there is really nothing better than a killer biscuit. | *Bon-Appetit*

9. Pet Project
Your pets can now enjoy a condiment bar just like the rest of us. The makers of dog-friendly Muttstard, Petchup and Bark BQ are releasing new condiments for cats, too. Meownaise and Meowstard, like the other sauces, are full of vitamins that pet diets sometimes lack. \$6 for a 12-ounce bottle on Amazon. | *Food Network Magazine*

2. Chili & Cinnamon Rolls
Are you a fan of this sweet-and-savory combo? In the Midwest especially, the pairing of chili and cinnamon rolls has been the centerpiece of local lunches, game-day grub, and community dinner for decades. It marries two quintessential comfort foods: gooey cinnamon rolls and tomato-based chili made with ground beef and kidney beans. | *All Recipes*

4. Got Rhubarb?
A cup of chopped rhubarb contains as much calcium as a cup of cow's milk. Puree this veggie (yup, veggie) and stir into a smoothie or juice to get a dairy-free dose, but be careful of the poisonous leaves. | *Taste of Home*



6. Horseradish
This intensely spicy root vegetable has been playing a quiet role for eons, adding flavor to basic recipes: Grated and stored in vinegar, the condiment was one of the very first convenience foods, and now its zesty flag is flying free. *Martha Stewart* recipes include Horseradish Parsnip-And-Potato Rosti, a Citrus-Horseradish Dressing and Artichokes with Horseradish Butter.

8. From Scraps to Scrumptious
Alarmed that 40% of all food in this country is wasted, some companies turn former discards into innovative artisan finds. *Company Regained* is creating snack bars from spent barley left over from home brewers and *Fruitcycle* buys discounted bruised and misshapen apples from local farmers, trims them up and turns them into dehydrated apple snacks. | *Eating Well*



10. Fat is Your Friend
You might not rub beef fat all over your face, but others are! Tallow from grass-fed cows is said to have many natural benefits for the skin, including vitamins A, D, E and K. The practice is attractive to some on the Paleo Diet. *Company Fat Face Skincare* is making products like their *Invigorating Body Butter* that contains tallow from grass-fed cows. | *Trendfire*