

20 FLAVOR INSIGHT 16 REPORT



BOURBON

By the Numbers

It's not just for drinking anymore! We're spotting the flavor of bourbon in everything from salmon to chocolate.

Named after Bourbon, Kentucky, where it was first made, this liquor is a straight whiskey distilled from a mash having at least 51 percent corn in addition to malt and rye. Flavor notes vary depending on how it's made and range from cedar, smoke, tobacco and pecan to chocolate, pepper, cherry, caramel and vanilla.

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

Bourbon Spotlight

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

- On Pinterest, bourbon pins were spotted with a good variety recipes, especially beverages. Pins include Bourbon Arnold Palmers, Crockpot Bourbon Chicken, Chocolate Bourbon Pecan Pie Cupcakes and guides like “Know Your Whiskey”.
- A quick Twitter search brings up tweets mentioning bourbon including *Esquire Magazine*, (@esquire) with a recipe on how to make bacon wrapped dates. Also appearing: a Bourbon-Bacon Mac and Cheese Deconstructed Burger from the South Beach Wine & Food Festival tweeted by @RachaelRay and ads for bourbons like Jefferson’s Ocean Cask Strength Bourbon by @uncrate.
- On Food.com 1,571 recipes appear if you search for bourbon. Recipes include bourbon chicken and salmon, bourbon chocolate pecan pie, a bourbon sidecar and Kentucky bourbon sweet potatoes.

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

- In a 2016 article in the *Detroit Free Press*, they talk about beers at the 2016 Winter Beer Fest that have been aged in bourbon barrels. They are highlighting a blueberry stout and other beers from New Holland Brewing Company which offered the most: 17 varieties of its bourbon barrel-aged Dragon’s Milk, an American imperial stout.
- The *New York Times* article, “One Cocktail, Two Spirits: Bartenders Go for a Blend,” they talk about how when ordering an old-fashioned, the first main question you are facing is bourbon or rye. At Valkyrie, a bar in Tulsa, Okla., you don’t have to make the decision. You get both. Their hope is to “give more depth of flavor to an old-fashioned while maintaining the integrity of the drink.”



South Beach Food & Wine Festival



Valkyrie

Bourbon on the Menu

Q3 2009-Q3 2015

- Woodford Reserve Bourbon Chicken or Salmon with a bourbon sauce, *Gordon Biersch Brewery*
- Chocolate Whiskey Cake—house-made chocolate and bourbon spice cake served with a bourbon pastry cream, *Champps Americana*
- Vanilla Cheesecake Mousse with a bourbon cherry compote, *Rockit Bar & Grill*
- Bourbon Coffee, *Betony*

Tapped Cocktails

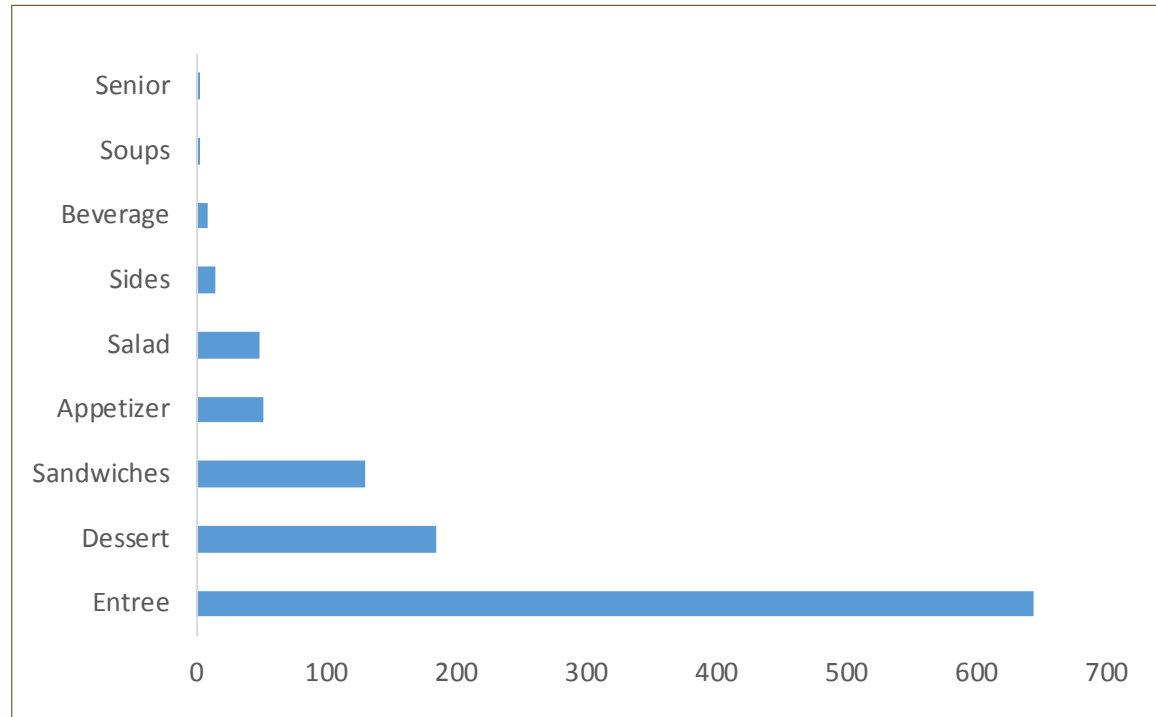
Tapped cocktails are growing in popularity. They allow operators to make complex, time consuming cocktails in a batch prior to busy periods so they can be quickly dispensed and maintain consistency. An additional benefit is that operators can allow consumers to have a little taste before ordering to make sure they like the drink. One restaurant keeping up with this trend is Polite Provisions where they offer seven Carbonated Cocktails infused with CO2 in the keg, including sodas made in-house and spiked with spirits like bourbon or gin.

Source: *Mintel & Nation's Restaurant News*

1,084
MENTIONS

CASUAL
DINING
TOP RESTAURANT
SEGMENT

Bourbon on the Menu: Top Menu Sections



Bourbon Global New Product Introductions Products of Note

104
NEW PRODUCTS



Newman's Own Sauce Barbecue Whisky Bourbon (Bourbon Fiery BBQ Sauce): France



Tesco Three Bird Roast with an Apple & Bourbon Glaze: UK

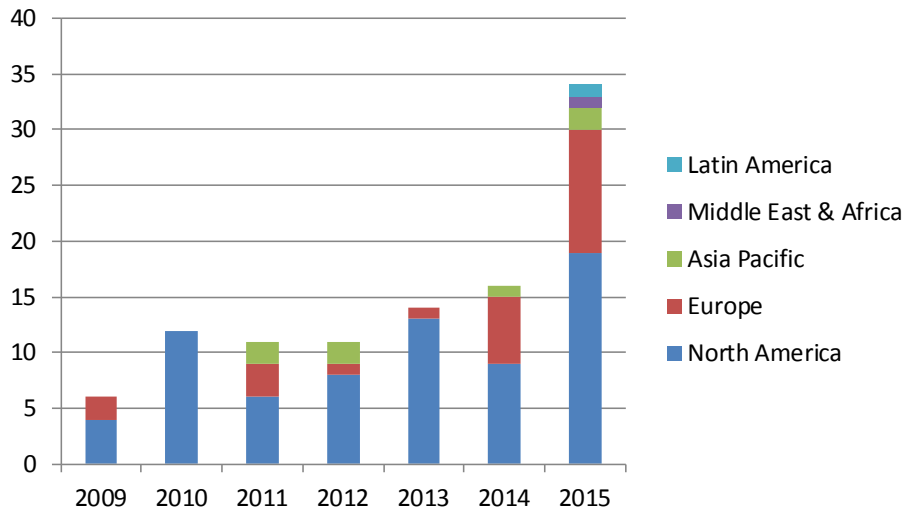


Fine Chocolate Praline Select on with a Sweet Bourbon Gold: Germany

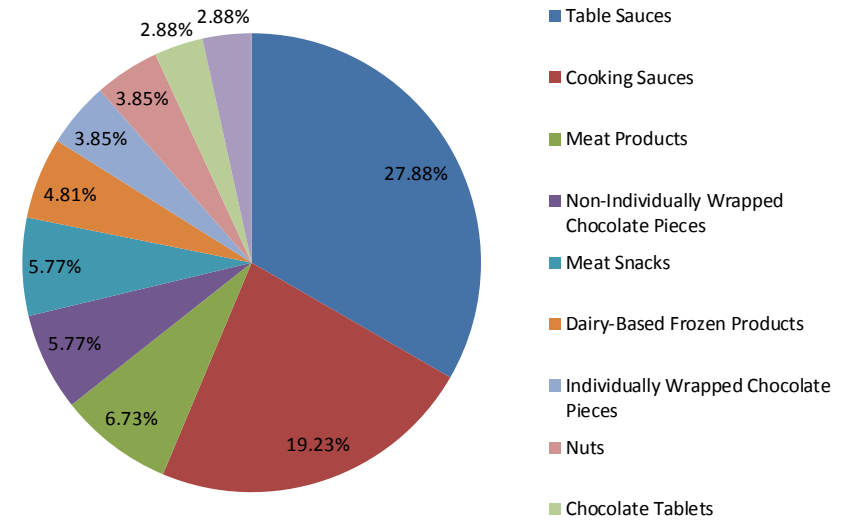


Biscuits for Tea with a bourbon biscuit: France

Bourbon New Product Introductions, Global 2009-2015



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



Source: Mintel GNPD

Bourbon North America New Product Introductions

Products of Note

71
NEW PRODUCTS



Ball Park Flame Grilled
Bourbon BBQ Beef Jerky



Hammond's Bourbon
Pecan Pie Chocolate Bar



Williams-Sonoma Original
Recipe Maple Bourbon
Pan Sauce

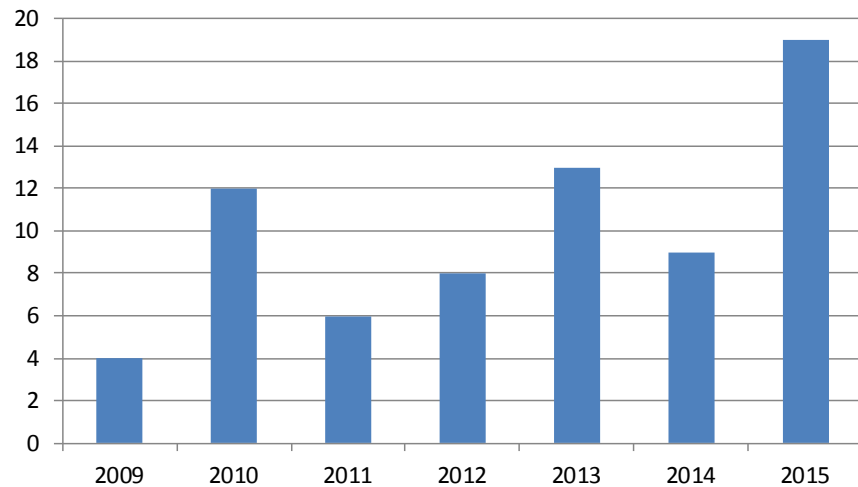


Fishpeople Smoked Oyster and
Bourbon Chowder

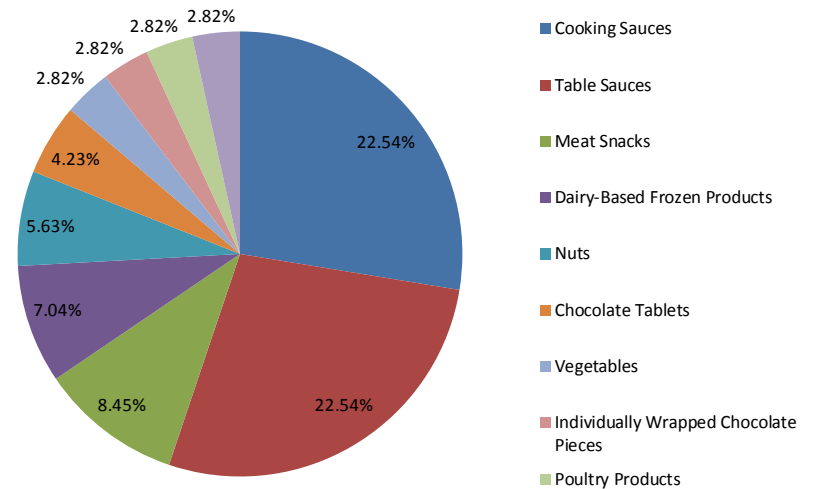


The Jam Stand Blueberry
Bourbon Jam

Bourbon New Product Introductions, North America 2009-2015



Bourbon 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

The New York Times

Detroit Free Press

Pinterest

Twitter

Food.com