

# 20 FLAVOR INSIGHT 16 REPORT

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## RHUBARB

### By the Numbers

Part of the buckwheat family, rhubarb has thick, celery-like stalks and large leaves. The stalks are the only edible portion of the plant. Rhubarb is botanically a vegetable, but more commonly eaten as a fruit because of its extreme tart flavor. It is most commonly used in pies, tarts and sauces.

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

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# Rhubarb Spotlight

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

- While perusing Pinterest, rhubarb pins were spotted in a variety of food and beverage recipes, especially desserts. Pins include rhubarb dream bars, roasted rhubarb BBQ sauce, raspberry rhubarb slab pie and an “ultimate guide” to grow, harvest, cook and preserve fresh rhubarb.
- A quick Twitter search provides tweets mentioning rhubarb including Sainsbury Magazine with Ricotta pancakes with rhubarb and passionfruit, @pearfectpantry with a vegan rhubarb custard, @apinchofhealth with a low carb rhubarb muffin with vanilla cream.
- On Food.com 1,352 recipes appear if you search for rhubarb. Recipes include rhubarb crisps, strawberry rhubarb pie, rhubarb jam and rhubarb iced tea.

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

- In the March 2016 issue of *Saveur*, they provide a recipe for Rhubarb and Angelica Jam. They suggest mixing angelica, a licorice-like herb, with tart rhubarb because it cuts the sweetness of the sugar and lends a more complex flavor.
- In the April 2016 issue of *Martha Stewart Living*, they highlight additional uses for yogurt beyond being a delicious vehicle for your morning granola. They suggest baking a cake with yogurt and more specifically a pistachio rhubarb yogurt cake where the yogurt replaces milk.



*Sainsbury*



*Saveur*

## Rhubarb on the Menu

Q3 2009-Q3 2015

- Rhubarb Punch with a rhubarb consommé, *Hot Chocolate*
- Rhubarb Ginger Fool with a rhubarb sorbetto, *Rialto Restaurant*
- Sopa de Frutas—a soup dessert with Seedling Farm Poached Rhubarb, *Frontera Grill*
- Seared Spanish Octopus with a rhubarb mostarda, *Spago Las Vegas*
- The Sicilian with rhubarb bitters, *Maggiano's Little Italy*

163  
MENTIONS

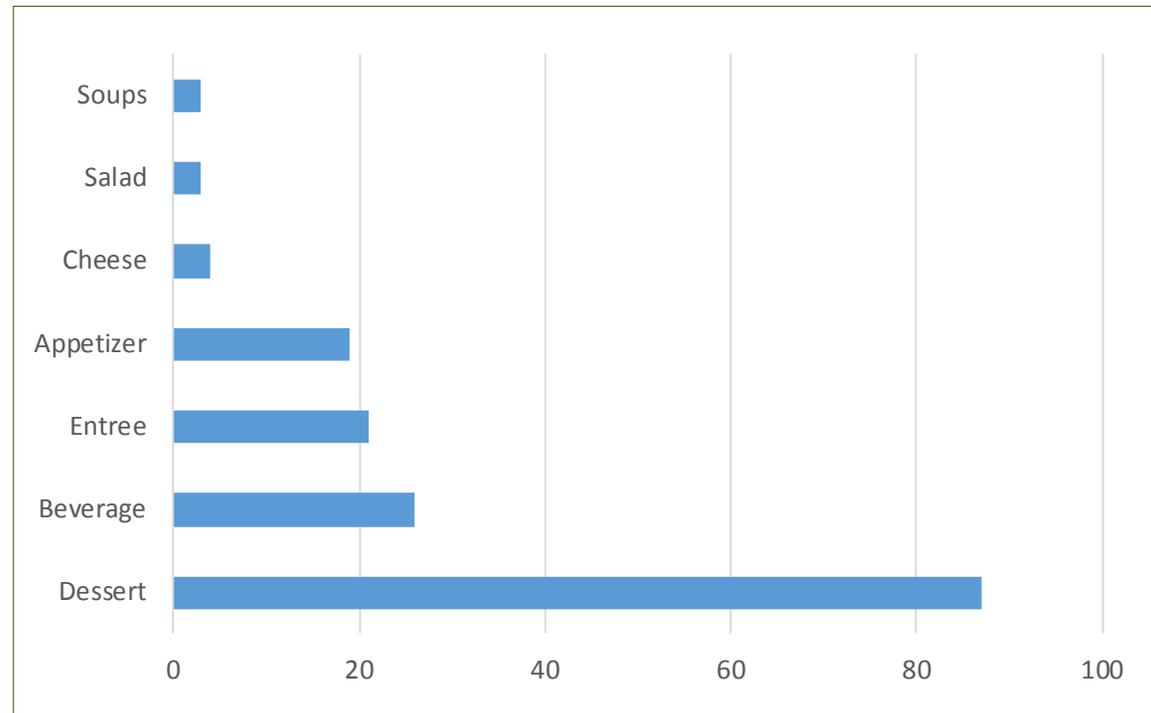
FINE  
DINING  
TOP RESTAURANT  
SEGMENT

### Nothing Says Spring Like Fresh Berries & Rhubarb

After a long, dreary winter, nothing says spring like the arrival of fresh berries and rhubarb. Chefs across the country are planning to celebrate spring with desserts made with these and other first-of-the-season ingredients. Lisa Bonjour, pastry chef of MK in Chicago, is planning a panna cotta with spring produce. She plans to cook up a vanilla-lavender panna cotta with strawberry-rhubarb compote, toasted pine nuts, brown sugar crumble and strawberry sorbet. She describes the dessert as a take on a simple strawberries and cream, but with added textures.

Source: Mintel & Nation's Restaurant News

### Rhubarb on the Menu: Top Menu Sections



## Rhubarb Global New Product Introductions Products of Note

**852**  
NEW PRODUCTS



Rachel's Luscious Fruits  
Organic and Creamy Rhubarb &  
Raspberry Yogurts: Ireland



Rhubarb & Muscat Wine  
Cheese & Fruit Delice:  
Mexico



Cawston Press Apple &  
Rhubarb Juice: Belgium

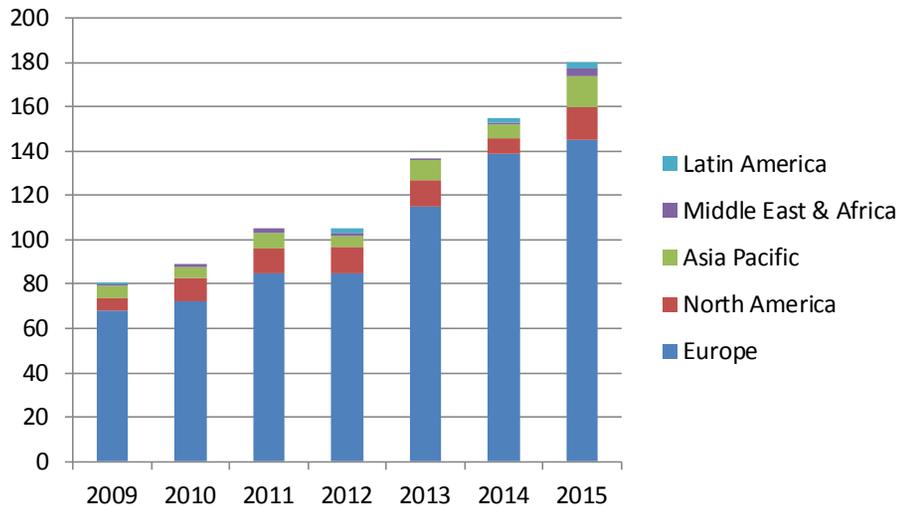


Nakd. Rhubarb & Custard Raw  
Fruit & Nut Wholefood Bars:  
Singapore

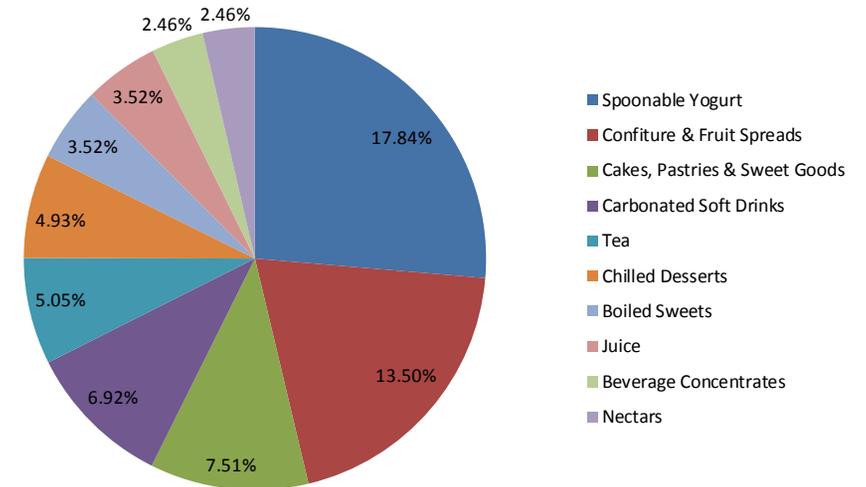


Retro Corn Rhubarb & Custard  
Popcorn Coated with Crushed  
Sweets: UK

## Rhubarb New Product Introductions, Global 2009-2015



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



Source: Mintel GNPD

## Rhubarb North America New Product Introductions Products of Note

**74**  
NEW PRODUCTS



Williams-Sonoma  
Raspberry Rhubarb Skinny  
Cocktail Handcrafted Mix



My Favorite...Pancake Mix  
Strawberry & Rhubarb  
Flavored Pancake &  
Waffle Mix

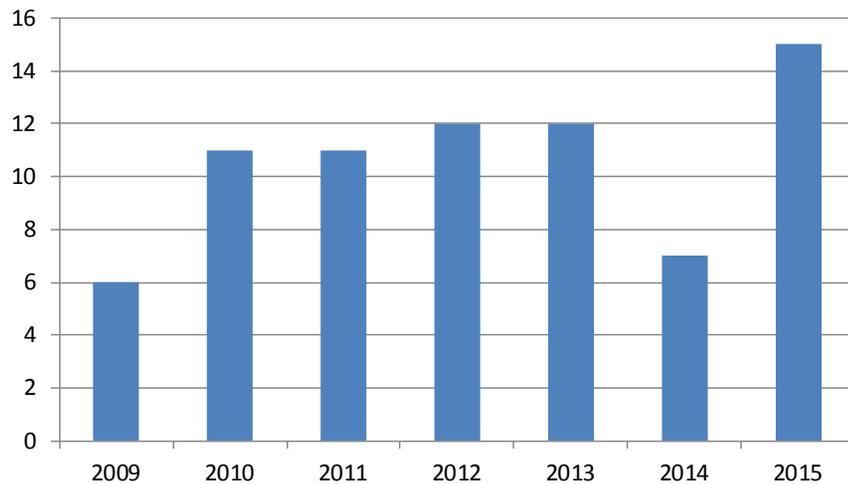


DAVIDsTEA White  
Chocolate with Strawberry  
Rhubarb Parfait

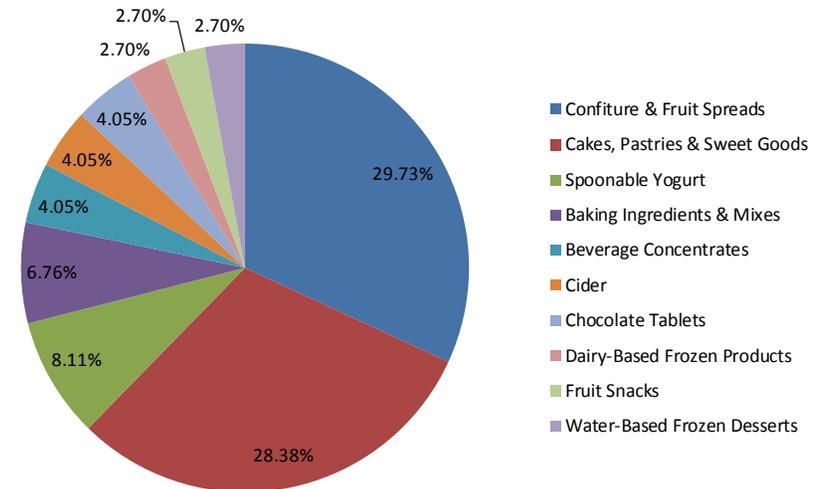


Chalifoux Riviera Petit Pot  
Organic Rhubarb Fruit On The  
Bottom Probiotic Yogurt

### Rhubarb New Product Introductions, North America 2009-2015



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

### SOURCES:

*Mintel GNPD*

*Mintel Menu Insights*

*The New York Times*

*Detroit Free Press*

*Pinterest*

*Twitter*

*Food.com*

*Saveur*

*Martha Stewart Living*