

20 TREND 16 INSIGHT



THE INGREDIENT HOT LIST: Culinary

“If you can stand the heat, get in the kitchen”

This is the mantra of our INGREDIENT HOT LIST, which has been cooked up just for you, to inspire creative product development. These are the ingredients worth savoring, studying and experimenting with. This week, we’re diving into culinary. Let’s look at hot ingredients in packaged food that play off of what’s happening in the culinary world.

One glance at the annual “What’s Hot” list by the National Restaurant Association clearly shows ethnic cuisines like African, Middle Eastern, and Asian duking it out for dinner plate real estate. Our own list covers the gamut and each brings its own “hotness” to applications. From spicy, sour, sweet and ethnic these ingredients are flavor-packed and taste bud challenging. These are the ingredients that satisfy adventure-seeking consumers.

Berbere

One of the trend-worthy African flavors expected to roll off and tantalize the consumer's tongue in 2016 is berbere. This spice blend typically starts with chili peppers, fenugreek seeds, and ginger but varies depending on personal taste or family recipe.¹³ Hot, spicy and fragrant, berbere is a cornerstone of African cuisine but could corner the market on some consumers' taste buds.

One story reflects the possible whitespace for an ingredient like berbere. London restaurant Eritrean Blue went from an obscure sandwich shop to the top restaurant in London on TripAdvisor as soon as they started selling injera, the African fried sourdough flatbread.¹⁴



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- Famed chef Marcus Samuelsson says he can't live without berbere. This top chef master is a trend-setter not to be ignored.¹⁵
- Buffalo-based Theas restaurant refused to serve the city's namesake bar food in the traditional way. Instead, they pumped it up with a housemade berbere blend that takes buffalo wings to a global level.¹⁶



CousMos Couscous "Berbere" ("Berber" Couscous) (Canada) is inspired by a recipe passed from mother to daughter for thousands of years.



Frontier Co-op Organic Berbere Seasoning has been relaunched with a new brand name and newly designed 2.30-oz. pack, featuring a recipe for lentils.

Cacio E Pepe (Cheese And Pepper)

A traditional Roman pasta dish, cacio e pepe is prepared in the carved out hole of a Pecorino Romano wheel. Made of cheese, black pepper and pasta, cacio e pepe is being translated into other categories by bloggers and chefs alike, meaning it is only a matter of time before it is in a snack bag.



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- *Ice Cream Adventures*, a new book by Stef Ferrari, proposes a cacio e pepe ice cream that is served over pasta. This unique combination was reviewed by *Bon Appetit* and was highly rated
- Chefs and bloggers have transported the flavors of cacio e pepe into pizza biscuits and polenta with insanely delicious results.
- David Chang's version of cacio e pepe using fermented chickpeas can be enjoyed at hotspot Nishi. If Christy Teigan is instagramming it and *New York Magazine* is talking about it, cacio e pepe must be worth the visit
- Zagat recently highlighted Boston newbie O Ya and their Asparagus Cacio e Pepe with shaved asparagus, pecorino and pepper.

Drinking Vinegars

Whether called drinking vinegars or “shrubs,” you can probably find them on a bar menu near you. Originally created to deal with the harvested excess fruit at the end of summer, shrubs helped early American settlers get Vitamin C in the winter.

Today, drinking vinegars are often used as base for mixologists’ handcrafted cocktails and sodas. ¹⁷



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- Fun fact: the official cocktail for the 2016 Golden Globes, the Moët Ruby Red, featured a tarragon, raspberry and citrus shrub. It was created in homage to Dorothy’s ruby slippers from *The Wizard of Oz*.¹⁸



Shrub Drinks Artisanal Drinking Vinegars Texas Ruby Red Grapefruit Concentrate is described as thoroughly modern shrub drink made in the traditional artisan way completely by hand offering a 100% natural and seasonal fruit-based concentrate.



The Shrubbery Apricot Cardamom is made in the Seattle gastropub. The pub’s Facebook page says the shrub is a little taste of exotic sunshine to lift the spirit.

Algae Oil (Micro Algae)

There are two categories of algae: macro cellular (seaweed like dulse and kelp) and micro cellular (single-celled organism like spirulina or chlorella). We covered macro cellular algae in our health and wellness list, but when it comes to the culinary side of things, it is the micro algae that show promise. With consumers on the lookout for alternatives to animal proteins, the time is ripe for plant-based proteins from the sea. Algae oil is showing great promise with its culinary capabilities in baking, frying, along with the ability to replace other fats, oils and even egg yolks. High in monounsaturated fats, no trans-fats, and the lowest level of polyunsaturated fats of any oil available, algae oil appears to be a game changer in the kitchen. With 75% less saturated fat than olive oil and a high smoking point, expect algae oil to become a kitchen mainstay for baked goods, salad dressings, egg products, snack foods and more.¹⁸

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- Solazyme will offer an algae butter in 2016 and as an alternative to PHOs and palm oil in a variety of applications. It is said to show promise in icings/ frostings and croissants where a solid state and certain melting property is needed.



Optima DHA Margarine (Poland) contains marine micro-algae oil, which is a natural source of docosahexaenoic acid and helps maintain healthy brain and sight functions.



Thrive Culinary Algae Oil contains the highest levels of monounsaturated fat and 75% less saturated fat (0.5g per serving) than olive oil, and is said to help maintain heart health. It is described as one of Earth's original sources of oil, and has a high smoke point.

Eggplant

The number of vegetarian menu options increased 98% between 2014 and 2015.¹⁹ This is most likely attributed to the fact that consumers are seeking alternatives to animal proteins for health reasons as well as the popularity of the Flexitarian/Meatless Monday movement. Chefs have embraced vegetables like never before, finding new ways to prepare and transform them into meaty, satisfying dishes. The recent popularity of Brussels sprouts is evident on menus nationwide. This newfound popularity mirrors another vegetable starting to pick up steam: eggplant.

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- It has taken over 100 years but a new eggplant variety called “Meatball” is sweetening the vegetable’s bitter reputation. Burpee has introduced Meatball, promising that “not since Burpee’s introduction of ‘Black Beauty’ in 1904 has eggplant been so transformed,” said George Ball, CEO and Chairman of W. Atlee Burpee & Company.²⁰
- The goal is for Meatball to convert the unconverted, and make healthy home cooking easier for America’s gardeners. With the potential to be a new protein substitute or even a carb stand-in for a favorite burger bun, Meatball just might change the way consumers think about eggplant.



Gringo Jack’s Curried Eggplant & Garbanzo Salsa is now available. The kosher certified and all-natural product comprises fresh ripe tomatoes, eggplant, onions, jalapeno, garbanzo beans and a curried twist.



Mandia Ciboitaliano Eggplant and Buffalo Ricotta Pizza comes with a pepperoncini oil sachet. The all-natural imported stone baked Italian pizza is handmade.



SMT Fire Fire Roasted Crushed Tomatoes with Eggplant, Kale & Beet Puree is said to be made with only the finest tomatoes that have been roasted at their peak of freshness, and eggplant, kale and beet puree added to for extra nutrition and flavor.

Tamarind

A classic ingredient and flavor for Mexican beverages, candy and savory sauces, tamarind is currently enjoying newfound popularity elsewhere as well.

Adventure-seeking consumers' exposure and demand for Thai, Indian and African flavors is especially contributing to the resurgence in interest.



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- If in San Francisco, stop by and experience tamarind showcased in a Sambal Beef at Azalina's Malaysian eatery.



Sukhi's Tamarind Chutney is a popular sweet and sour condiment for meats, sandwiches and side dishes.



One Culture Foods New American Sauces Earthy Spicy Tingly Sauté and Finishing Sauce contains tamarind puree, cumin and Sichuan peppercorn with fermented soybean, chili flake and garlic. The product is made with natural foods and real flavor, and is said to invite one in with warmth, and then tease with a spicy tingle.



Padma's Easy Exotic Spicy Black Beans & Rice is now available. The vegan and gluten-free product can be prepared in the microwave in three minutes, and is made with organic rice. It is described as a blend of American rice and black beans cooked to perfection in a medley of green poblano chillies for depth, red jalapeno peppers for heat and tamarind for a sweet tangy flavor.

Mead

Is it wine or is it beer? Neither, it's mead. Made with fermented honey, mead just might be the oldest alcoholic beverage. In addition to honey, mead is fermented with yeast and water. With over 250 "meaderies" in the U.S. alone and a booming craft brewing/distilling market, expect to hear more about mead. Often flavored with fruits, mead was considered a drink of royalty and was in fact the source of the word 'honeymoon' as couples would drink honey wine for a full moon cycle after they married.²¹

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- Mead festivals, similar to craft beer festivals, take place nationwide. Three mead festivals of note are the Orcas Island Cider & Mead Festival in Seattle; the Texas Mead Festival and the annual Mazer Cup International's Mead Competition.
- Famed Chef René Redzepi of Noma (rated one of the best restaurants in the world) has served up mead for years. With a new farm restaurant concept in the works for the chef, don't be surprised if there's a place for mead on the menu.²²



Spiced Date Melomel / B. Nektar
Spiced Date Mead is made with orange blossom honey, date syrup, Muscovado sugar blended with cinnamon, Aleppo pepper and vanilla beans.



S'Mores Bouchet
Wild Blossom Meadery / Chicago
With more than 30 years of winemaking experience, Wild Blossom Meadery & Winery is the first winery in Chicago and the only producer of mead on the Northern Illinois Wine Trail.



The Leaky Roof Meadery Spook Light Honey Wine with Natural Flavors is described as a pumpkin pie-spiced mead with a house blend of pie spices that compliments the flavor of honey perfectly.

Heirloom

While 'heirloom' is typically associated with tomatoes, expect to see a demand for more heirloom vegetables, like the purple carrot, in consumer gardens as they seek non-GMO produce. Heirloom is not just limited to vegetables: black mitcham peppermint, cocoa, and strains of popcorn are products with unique heirloom varieties.²³

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Dr. Praeger's Purely Sensible Foods Heirloom Bean Veggie Burgers has been made with a collection of heirloom beans, lentils, veggies and herbs, and is free from gluten, soy and GMOs.



Seely Mint Patty is handcrafted with Seely heirloom peppermint oil.



Beekman 1802 Farm Pantry Heirloom Recipe Smokey Tomato Ketchup is now available. This hot ketchup is made with small farm ingredients



Jackson's Honest Purple Heirloom Potato Chips are prepared in small batches using a low and slow cooking method, with nutrient-dense coconut oil and a hint of pure sea salt.



Ancient heirloom popcorn. Farmer Gene's Tiny But Mighty popcorn products are all non-GMO Project Verified, gluten free, kosher, and organic. The company touts the heritage of the brand, calling the kernels "Iowa's Ancient Heirloom." The product is an example of leveraging a brand's heritage to emotionally connect to consumers with your backstory.

Preserved Citrus

Certainly the trend and love for African flavors sustains, and the flavors of preserved citrus definitely relate. Moroccan flavors rely on preserved citrus and its sweet, complex, bright flavors. Traditionally lemons are the hallmark of preservation but consumers, growers and chefs are experimenting with other citrus varieties like yuzu, blood oranges, and kumquats to squeeze out bountiful flavor.

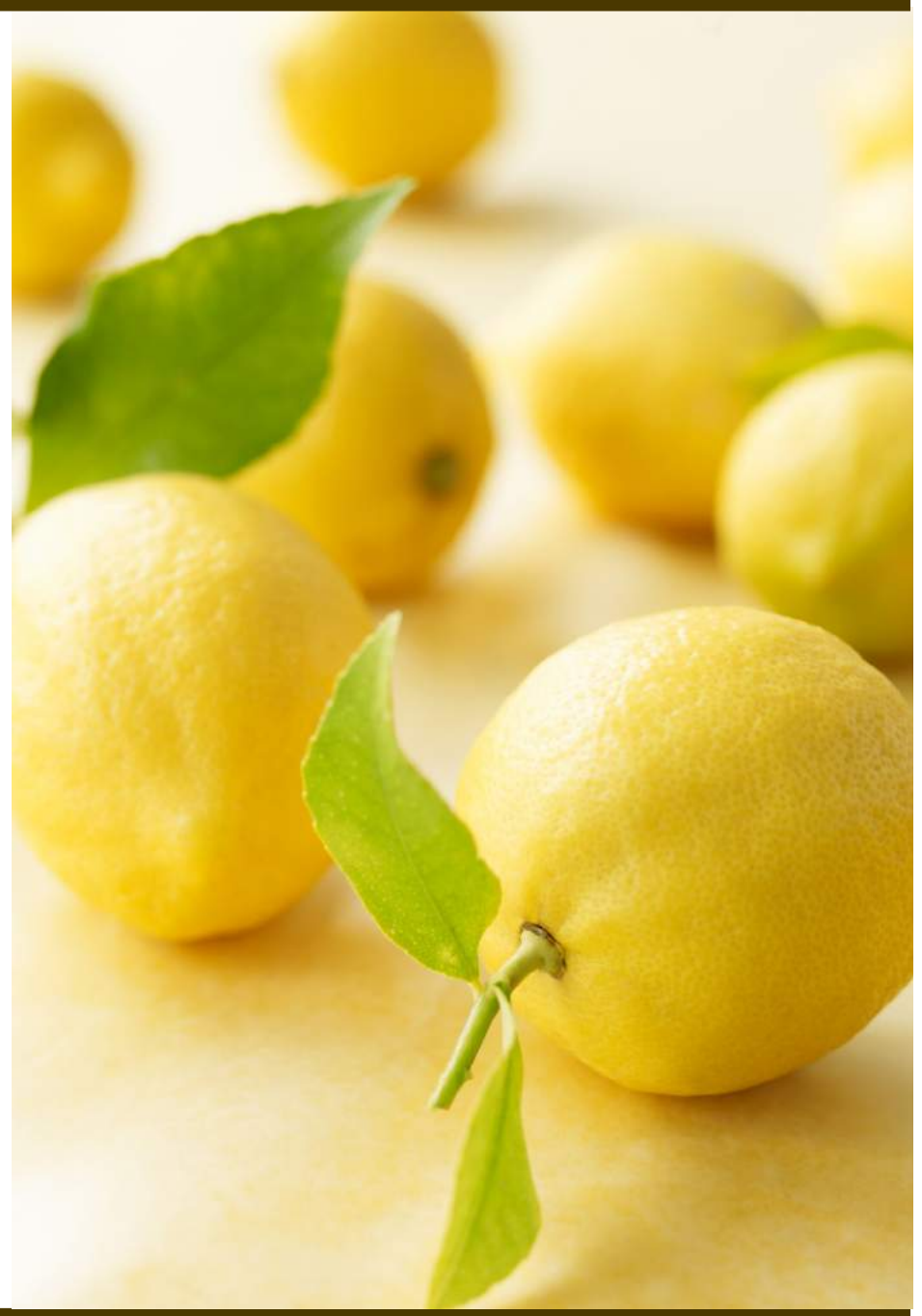
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Morris Kitchen Preserved Lemon Syrup is perfect for cocktails, sauces and dressings.



Lemon Bird preserves yuzu with chiles for a special jam with spicy flavors to add to hot soups or dressings.



Hybrid

Like the popular brocco-flower before them, the new hybrids are coming to consumers' plates and gardens like never before. Whether fruits or vegetable, hybrids fascinate with their blended color, texture and flavor. Sometimes, hybrids result in kinder, gentler versions of the parents that appeal more to consumers than they would on their own. Farmers' markets and specialty grocers especially celebrate the uniqueness of the hybrid fruit or vegetable while distinguishing them from big box stores.

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- Cucamelon – it looks like a cross between a cucumber and a watermelon, and it tastes like a lime. This small, grape-sized fruit that is irresistible. DIY-ers can order cucamelon seeds for gardens online from Amazon.
- Mandarinquats – a U.S. hybrid of a mandarin orange and a kumquat, the result is slightly larger than a kumquat, super sweet with a peel that can be consumed.
- Lemon Bird Preserves Indian Spiced Pickled Mandarinquats or a beautiful Mandarinquat and Noto Almond Jam (noto almonds are from the Noto region of Sicily and have a thicker hull that produces a more fragrant, flavorful nut). Pineberry – a hybrid of a pineapple and a strawberry. Pineberrys have the texture of a strawberry with pineapple flavor, and they were saved from extinction by Dutch Farmers.
- Kalettes (previously known as brusselkale) – when Tozer Seeds took the veggie of the decade and paired it with an up-and-comer like the brussel sprout, it is pretty certain they have a sweet and nutty flavored winner.



Watt Fehér Eper és Guava ízű Energiaital (Pineberry and Guava Flavoured Energy Drink)

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at 630.578.8600 to request a flavor sample or visit www.fona.com.

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