

20 FLAVOR INSIGHT 16 REPORT



ELDERFLOWER

By the Numbers

The elderflower, also referred to as sambucus, is characterized by many small clusters of white flowers during the spring followed by small clusters of black/blue berries. All parts of the elderflower plant can be a nutritious addition to a meal. The elderberry is very tart, and served in jams, pies and homemade wines while the white flower can be prepared similar to fritters, batter-dipped and fried, or they can be added to salads.

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

Elderflower Spotlight

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

- On Pinterest, the elderflower is featured in a wide variety of food and beverage recipes, especially desserts. We're spotting elderflower ice cream, elderflower ice pops with lemon slices and mint, and even lemon and elderflower drizzle cake.
- A quick Twitter search shows mentions of elderflower like @Isaac_at_ with a recipe for apple and elderflower sorbet, @rivercottage with a sparkling elderflower wine, and @BigJayLittle with an elderberry mint julep.
- On Food.com, 54 recipes showcase elderflower. These recipes include an elderflower vinaigrette, gooseberry and elderflower ice cream and elderflower orange jelly.

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

- In the April 2016 issue of *Paste Magazine* are seven new and exciting recipes for elderflower dishes that have been sprouting up across the country. These various recipes feature different dessert options, several cocktail recipes and even a unique steak marinade.
- The *New York Times* highlighted elderflower in June 2016 with in a feature of flower-based flavored beverages . The drink "Ah, Sunflower!" calls for blanco tequila, elderflower liqueur, fresh lime juice, egg white, orange bitters, toasted sunflower seeds and an edible flower to garnish.



Pinterest. Elderflower Ice Cream



Paste Magazine. Elderflower Parfait

Elderflower on the Menu

Q3 2009-Q3 2015

- Layered Foie Mousse with Herbed Crème, Brioche Crumble and Elderflower Soup, *Rover's*
- Heirloom Tomato Salad with Elderflower Vinaigrette, *Aquavit*
- Strawberry Cheesecake with Elderflower Candy, *Hot Chocolate*
- Forest Bramble Cocktail with Elderberry Liquor, *McCormick & Schmick's*
- Sparkling Elderflower Cocktail, *Yard House*

485
MENTIONS

FINE
DINING
TOP RESTAURANT
SEGMENT

Mixologists Find New Muse in Tea

Fragrant, flavorful and alluring, tea is a mixologist's muse these days. The number of cocktails sporting a tea-infused spirit or syrup, or featuring brewed tea as a mixer, is growing — a testament to consumers' growing appreciation of tea and to bartenders' continuing search for new sensations.

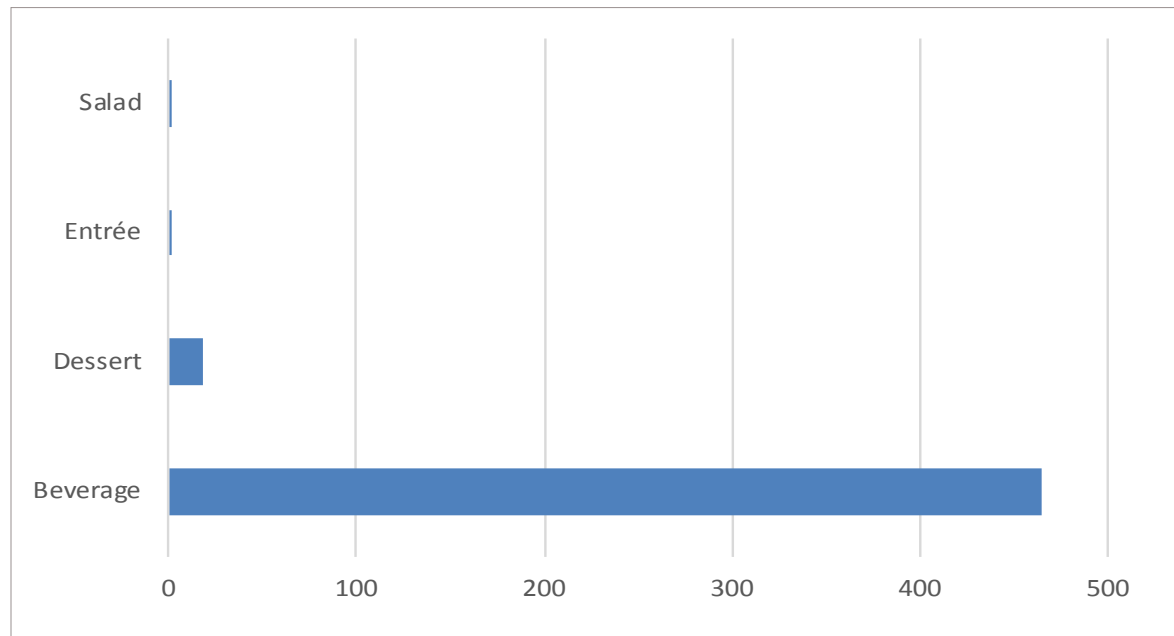
With the wealth of black, green, white and oolong teas on the market, not to mention herbal varieties and blends, there is plenty for the creative mind to mull.

"I think we will see a lot more tea-based cocktails for the remainder of this year and into next year," said Tad Carducci, who with Paul Tanguay forms the beverage consulting duo the Tippling Bros. "More bartenders will latch on to them because they are easy to use, and they can be very dramatic in cocktails."

At Hub 51 in Chicago, brewed Chinese Keemun black tea is "a nice, dry, flavorful backbone" for lemon tea vodka and elderflower liqueur in Hot Hub Tea, said Eric Rose, general manager of the eclectic American restaurant, which is also part of LEYE.

Source: *Mintel & Nation's Restaurant News*

Elderflower on the Menu: Top Menu Sections



Elderflower Global New Product Introductions

Products of Note

766
NEW PRODUCTS



Bottle Green Elderflower Tonic Water, Australia



Bitter Truth Elderflower Liqueur, France



Puhoi Valley Elderflower & Pear Yogurt, New Zealand

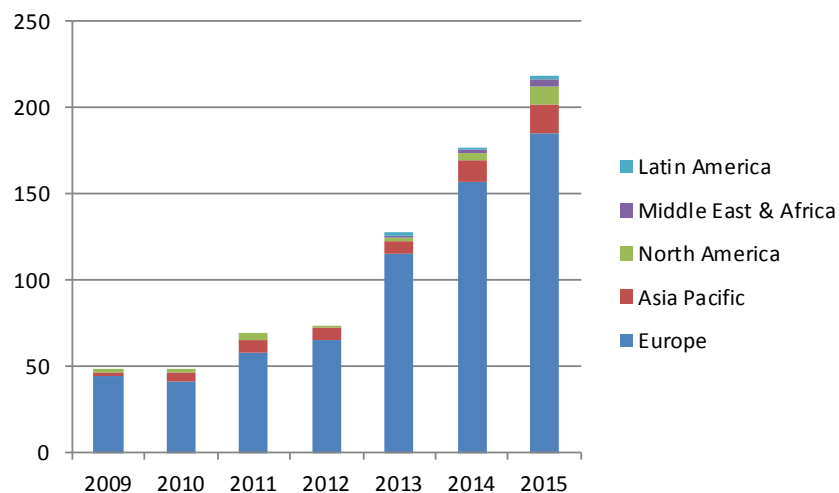


Bergembier Elderflower Beer, Romania

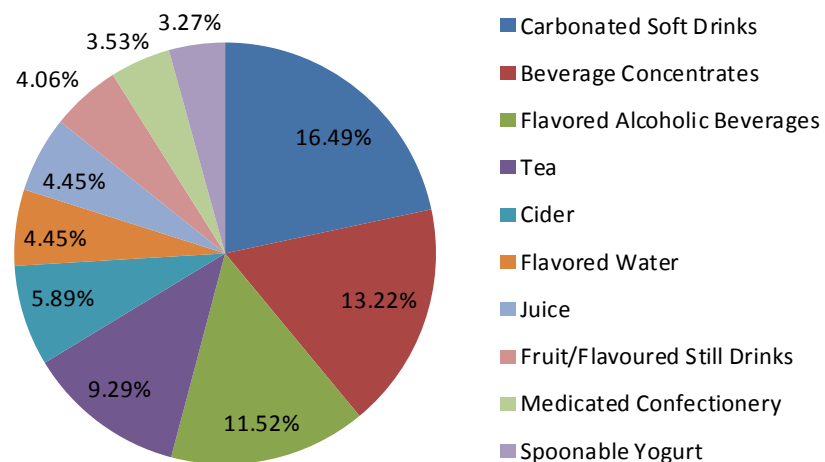


M&S Elderflower Raspberries, Ireland

Elderflower New Product Introductions, Global 2009-2015



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



Source: Mintel GNPD

Elderflower North America New Product Introductions

Products of Note

25
NEW PRODUCTS



Kombutcha Botanica
Kumbutcha Drink with
Elderflower



Sky Valley Organics Honey
Green Tea & Elderflower
Sparkling Organic Soda

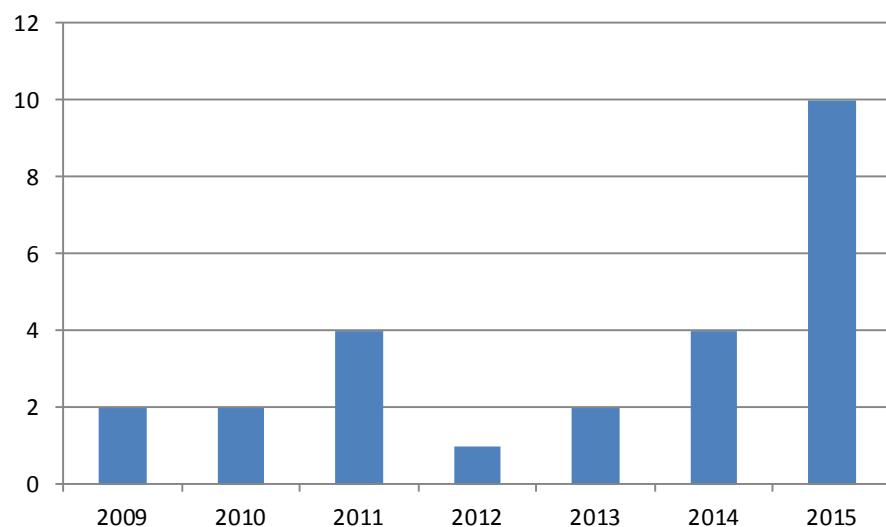


DAVIDsTEA Elderflower
Spritz White Tea

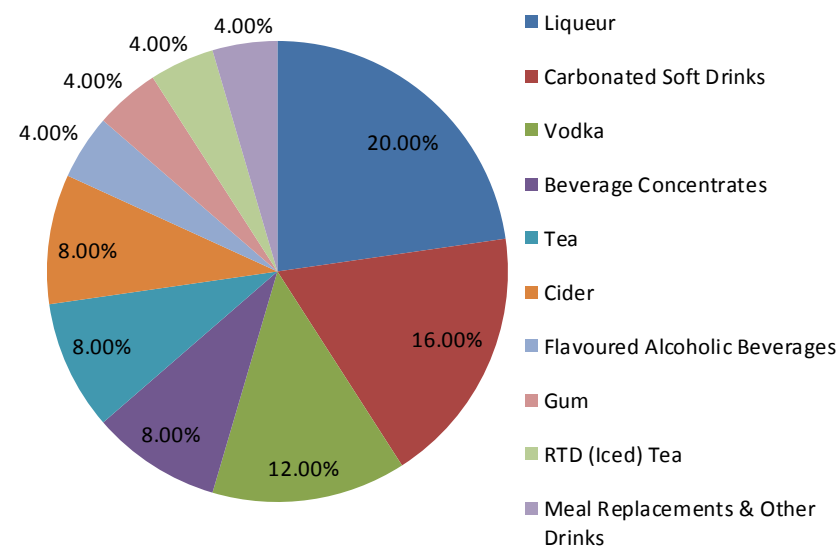


Sage Mixology's Cranberry
Elderflower Vodka Drink

Elderflower New Product Introductions, North America 2009-2015



Elderflower 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

New York Times

Paste Magazine

Pinterest

Twitter

Food.com