

20 FLAVOR INSIGHT 16 REPORT



FIG

By the Numbers

Originally the symbol of peace and prosperity, the fig tree was brought to North America by the Spanish Franciscan missionaries. Of the hundreds of varieties of fig, all have a soft flesh with a plentitude of tiny edible seeds. The most well-known varieties of fig are the green-skinned, white-fleshed Adriatic. Figs can be sold as a whole fruit, fig concentrate, candied, dried or canned in sugar syrup or water. It is often used to flavor cakes and desserts as well as toppings over ice cream and fruit cake.

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

Fig Spotlight

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

- A look at all of social media shows 124,000 posts mentioning “fig” from mid-September to mid-October 2016. Some of the most common word combinations with fig include “bar” and “poppy.”
- While perusing Pinterest boards, fig featured in a variety of food, beverage and dessert recipes. These pins include a fig and caramelized onion flatbread, a fig and ricotta cheesecake popsicle, and even a black tea poached plum and fig cake with rosemary blackberry crème fraiche frosting.
- A quick Twitter search shows an array of tweets mentioning fig including @Allrecipes fig and onion spread with bleu cheese, @StacieinAtlanta with a fig and port wine blintze recipe and @findingvegan with a black bean, mushroom, dried fig and Kalamata olive burger.
- On Food.com, 1,041 recipes pop up when you search for fig. Various recipes include broiled figs and yogurt, fig and goat cheese nests, and a fig and banana smoothie.

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

- In the May 2016 issue of *Belleville News*, they provide simple recipes for homemade salad dressings, including a Balsamic Fig variety.
- In September 2016, the *San Jose Mercury News* featured a recipe for fig relish with caramelized onions.
- *Saveur* published a recipe for Cornbread coffee cake with fresh figs and walnut streusel in July 2016.



Pinterest. Fig and Caramelized Onion Flatbread



Food.com. Fig and Goat Cheese Nests

Fig on the Menu

Q3 2009-Q3 2015

- Slow Roasted Boneless Short Rib with a Fig and Honey Demi Glaze, *Lahaina Grill*
- Apple Crusted Grouper with Fig, *Oceana*
- Blue Brie Cheese, Toasted Walnut Cranberry Bread and Fig Preserves, *Starbucks*
- Prosciutto and Fig Dinner Salad, *Giovanni's*
- Port Wine and Fig Pop, *Jean Georges*

138
MENTIONS

FINE
DINING
TOP RESTAURANT
SEGMENT

Chefs Take Seasonal Approach to Salad

Salad is no longer an afterthought at restaurants. Sports bars, steakhouses and quick service burger chains have left behind the iceberg lettuce and bland tomatoes as their guests' demand variety, flavor and, increasingly, seasonality.

That's why Buffalo Wings & Rings operator Elliot Jablonsky is adding a salad this fall that he expects to appeal to a wider demographic. It will be an arugula salad with goat cheese, candied pecans, dried figs and chicken breast, topped with lemon olive oil vinaigrette.

"It is fancy, but it's still chunks of chicken, nuts and cheese, salad dressing and lettuce," he said, noting that the Cincinnati-based chain already has a chicken Caesar, Cobb and traditional garden salad on the menu.

Source: *Mintel & Nation's Restaurant News*

Fig on the Menu: Top Menu Sections

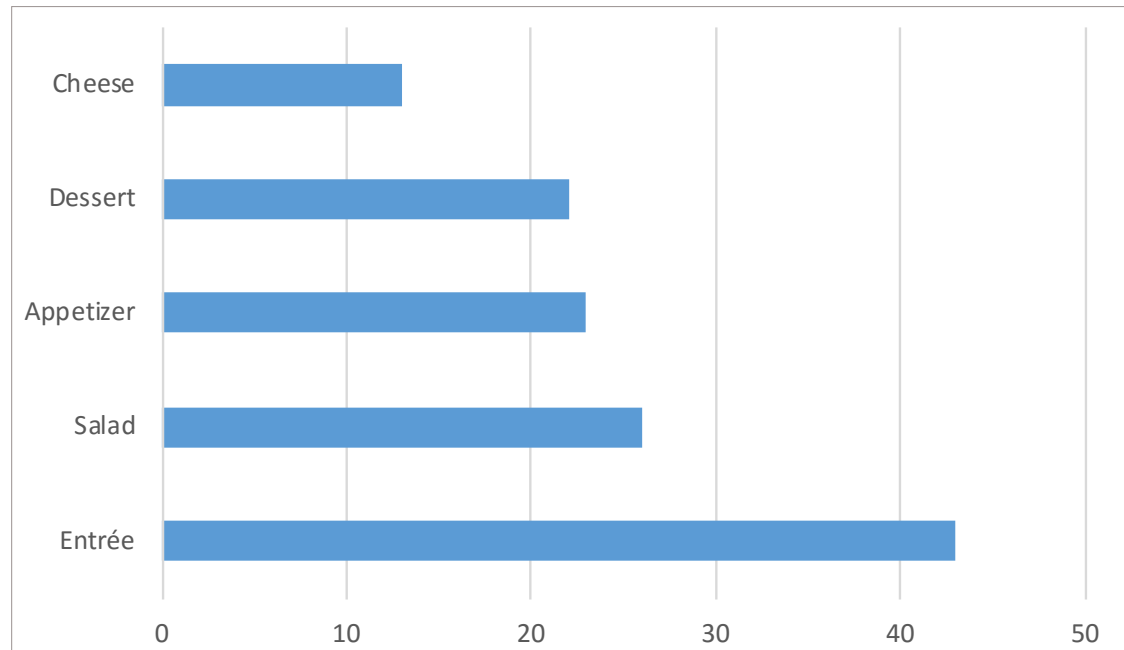


Fig Global New Product Introductions Products of Note

1,958
NEW PRODUCTS



Fig Cake with Almonds, *Spain*



Organic Dried Figs, *Czech Republic*



Almonds and Fig Organic Raw Chocolate, *Norway*



Mustard Sauce with Fig, *Poland*



Sugar Free Fig Flavored Ice Cream, *India*

Fig New Product Introductions, Global 2009-2015

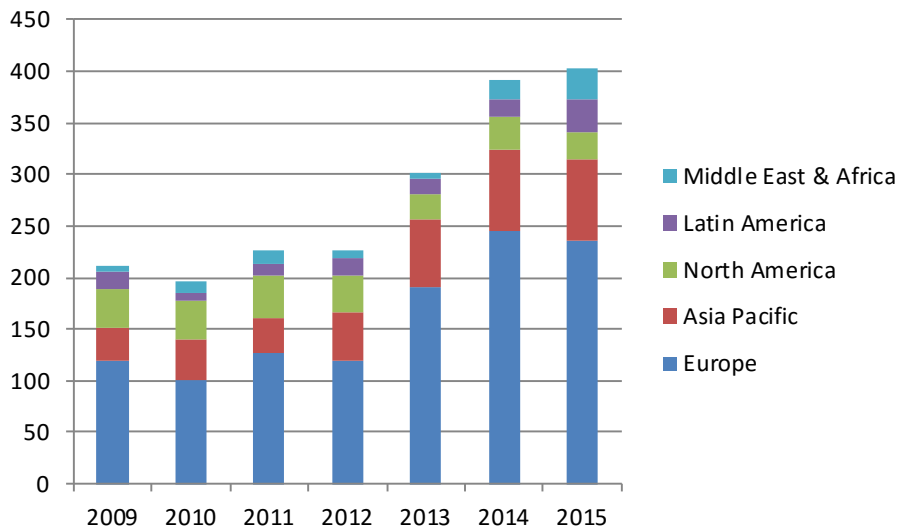
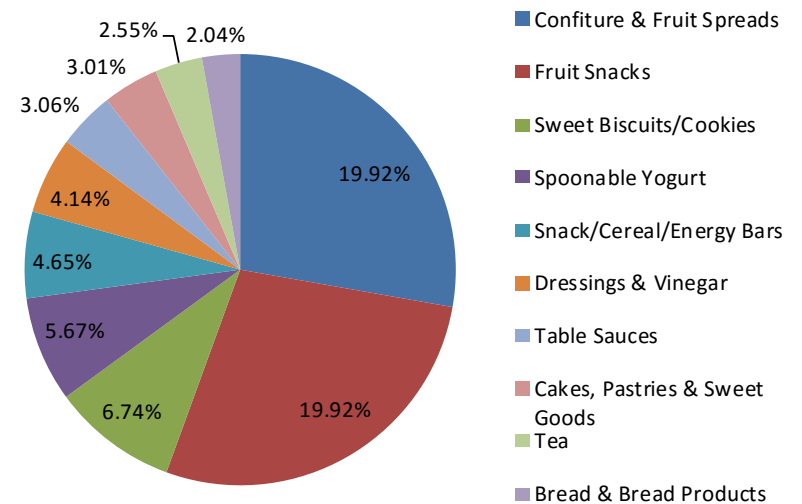


Fig New Product Introductions, Global 2009-2015 by Top Sub-Category



Source: Mintel GNPD

Fig North America New Product Introductions Products of Note

234
NEW PRODUCTS



Organic Calimyrna Figs



Fig Balsamic Truffle
Dark Chocolate



Organic Fig & Berry
Snack Bars



Icelandic Style Fig & Lemon Zest Flavored Strained
Whole-Milk Yogurt



Breakfast Biscuits with
Fig and Grain

Fig New Product Introductions, North America 2009-2015

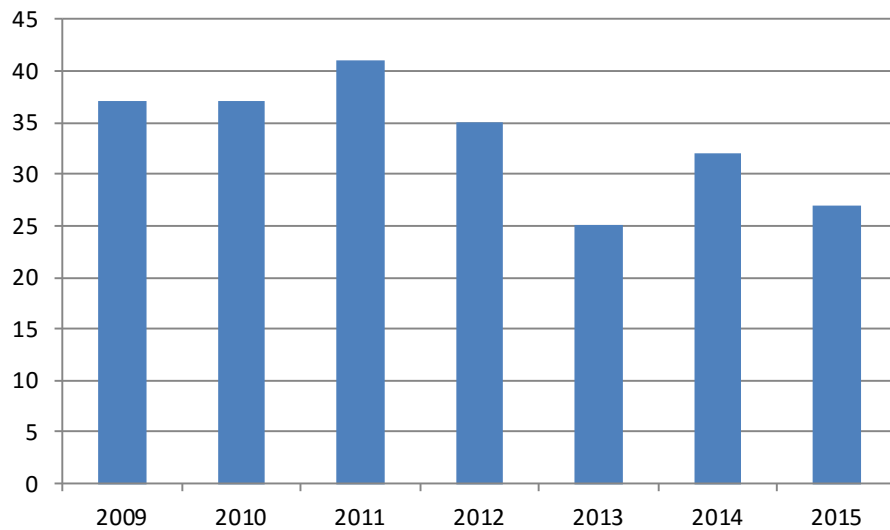
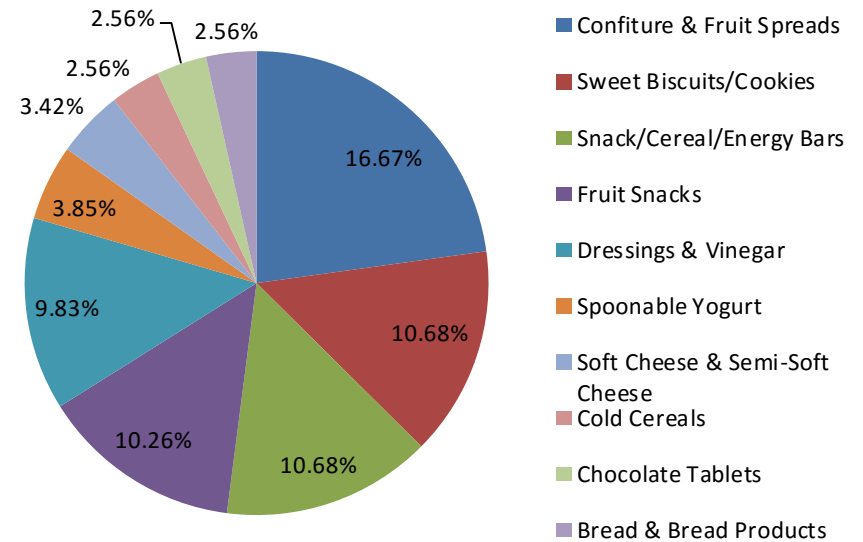


Fig New Product Introductions, North America 2009-2015 by Top Sub-Category



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

Belleville News

San Jose Mercury News

Pinterest

Twitter

Food.com

Social Studio

Saveur