

20 FLAVOR INSIGHT 16 REPORT



ROSEMARY

By the Numbers

It's no longer just for lamb anymore! With 1,400 global new products and appearances in everything from cake to salsa, rosemary flavor has found a new life.

A member of the mint family, rosemary is a silver-green plant with needle-shaped leaves that gives off a pleasant aroma with flavor hints of lemon and pine. Available in the whole-leaf form or ground, it was once used to cure ailments of the nervous system. Nowadays, it can be used as a seasoning in dishes like fruit salads, soups, vegetables, meat, fish and egg dishes, stuffing and even dressings.

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

Rosemary Spotlight

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

- A high-level look at social media showed more than 5,000 posts in the month of October, 2016 featuring the words “rosemary” and “recipe.” Word combos included garlic, chicken oil and pepper.
- While browsing through Pinterest, rosemary pins were spotted with creative food, beverage and dessert recipes. These pins include rosemary and lemon roasted potatoes, sparkling honey rosemary lemonade and a fluffy lemon-rosemary layer cake.
- A quick Twitter search turned up rosemary tweets including @TheGrazingShed with a Welsh lamb burger with feta cheese, white cabbage slaw, chili jam, garlic and rosemary mayo; @masterchefau with a yoghurt rosemary snowball with chocolate raspberry balls; and @HezziD with a citrus rosemary spice infused sparkling water.
- On Food.com 10,116 recipes pop up when you search for rosemary. Recipes include rosemary and lemon pork stew, rosemary chicken salad sandwiches, and even orange rosemary popcorn.

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

- The New York Times featured an article on Oct. 19, 2016 about a particularly potent strain of rosemary in Acciaroli, Italy, thought by residents to lead to longer life.
- The February 2016 issue of *Simply Recipes* features a recipe for skillet lemon rosemary chicken. The magazine recommends using rosemary in the lemon and garlic rub for the chicken.
- In the May 2016 issue of *Today Food*, they showcase various superfood recipes with rosemary to help “live to 100!” Among these recipes are grilled Branzino with anchovy and rosemary pesto, grilled rosemary lamb kebabs with anchovy salsa verde and deviled eggs with anchovies and rosemary.



Pinterest. Fluffy Lemon-Rosemary Layer Cake



Twitter. @thegrazingshed. Welsh Lamb Burger with Rosemary Mayo

Rosemary on the Menu

Q3 2009-Q3 2015

- Rosemary Cabernet Filet, *Longhorn Steakhouse*
- Rosemary Chicken Sandwich, *Marie Callender's*
- Rosemary Focaccia Bread, *Houston's*
- Truffle-Rosemary Fries, *The Rattlesnake Club*
- Rosemary Grilled Chicken Salas, *Catch 35*

Coffee Gets Personal

At The Mud House, a neighborhood coffee bar and restaurant in St. Louis, Mo., house-made infused simple syrups add flair to signature lattes and provide options for self-customization of coffee. In some cases, the flavors are inspired by savory foods or desserts on the menu. Take the Ginger Molasses Latte, a nod to the restaurant's popular molasses gingerbread.

"We have plenty of molasses and ginger around, so we decided to make a syrup to use with coffee in the colder months," says Ryan Renwick, manager of The Mud House.

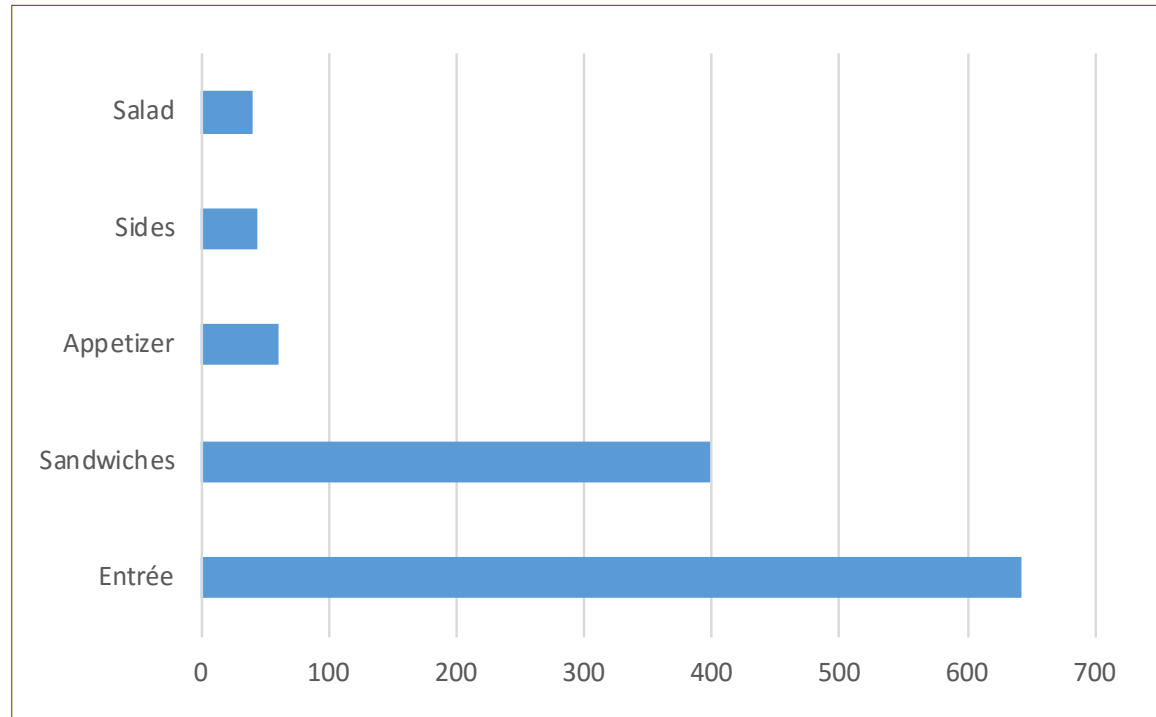
Similarly, the Rosemary and Honey Latte is flavored with an infusion made with the same fresh rosemary that the kitchen uses with entrées. A more exotic choice is the Lavender Latte, laced with an elixir made by steeping the fragrant herb in syrup.

Source: *Mintel & Nation's Restaurant News*

1,267
MENTIONS

CASUAL
DINING
TOP RESTAURANT
SEGMENT

Rosemary on the Menu: Top Menu Sections



Rosemary Global New Product Introductions Products of Note

1,420
NEW PRODUCTS



Linseed & Rosemary Rice Cakes,
Finland



Extra Virgin Olive Oil with
Rosemary & Oregano,
Australia



Rosemary & Cayenne
Pepper Flavored Kettle
Corn, *South Africa*

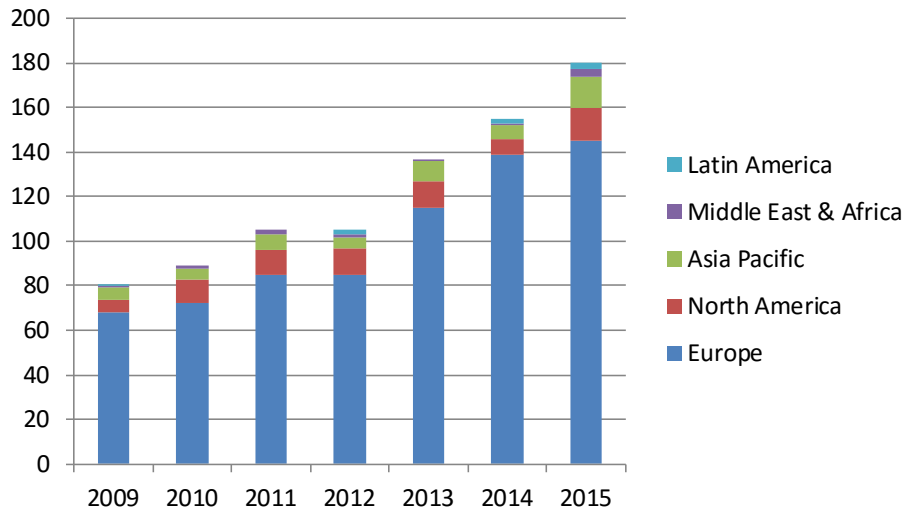


Rosemary & Thyme Breaded
Brie Wedges with Cranberry
Dip, *UK*

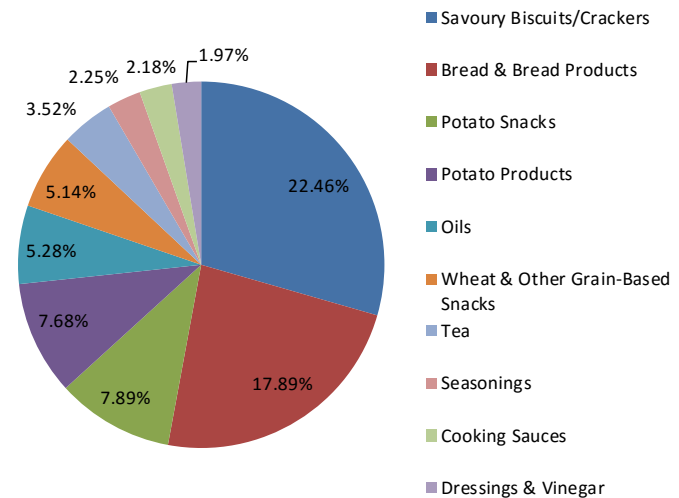


Cranberry, Pecan & Rosemary
Stuffing, *Australia*

Rosemary New Product Introductions, Global 2009-2015



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



Source: Mintel GNPD

Rosemary North America New Product Introductions Products of Note

271
NEW PRODUCTS



Veggie Straws - Rosemary & Olive Oil Vegetable and Potato Snack



Kii Organic Arisan Crisps with Raisin, Rosemary & Pumpkin Seed

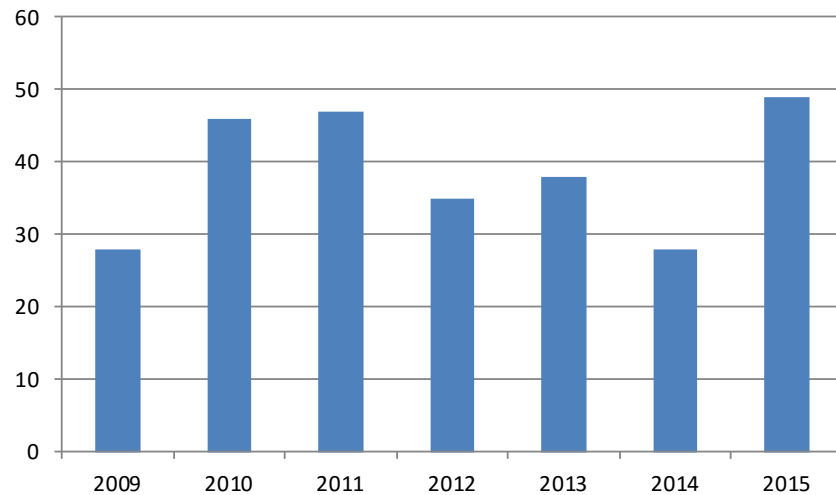


Ace Rosemary Focaccia Pull-Apart Bread

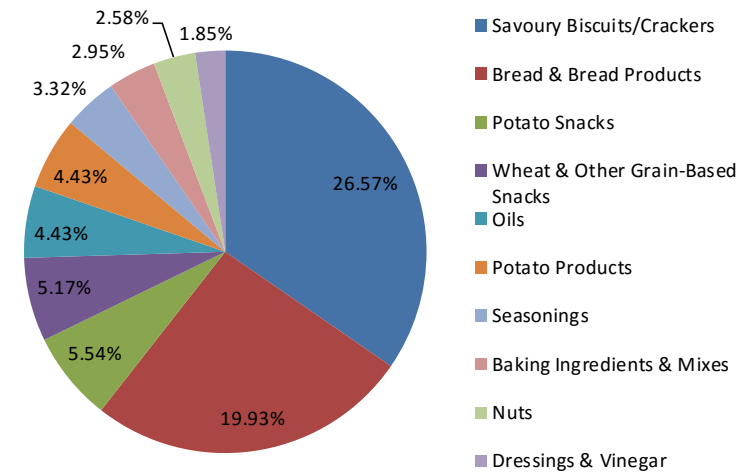


Vanini Dark Chocolate with Rosemary

Rosemary New Product Introductions, North America 2009-2015



Rosemary 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

Simply Recipes

Today Food

Pinterest

Twitter

Food.com

Social Studio

New York Times