

10 Things You SHOULD KNOW

JANUARY 2017

Team with FONA for complete taste solutions!

FONA's consumer and market insights experts translate trends into product ideas and connect the dots from research to concepts to market opportunities. Our flavor and product development experts are at your service to help meet the labeling and flavor profile needs to capitalize on market and consumer trends. From concept to manufacturing, we're here every step of the way!



1900 Averill Road, Geneva, IL 60134
630.578.8600 | www.fona.com

1. Perfectly Imperfect
More than 50% of consumers are open to buying less-than-perfect vegetables. Companies like Whole Foods and Walmart are launching pilot programs to reduce food waste and upcycle blemished vegetables. | Mintel

3. Red Rooibos Tea
If you like tea to be as functional as it is flavorful, red rooibos is your new go-to. Smoky, spicy, and naturally sweet, the decaf herbal from South Africa may contain 50% more antioxidants than green tea, plus plenty of essential minerals. Enjoy a steaming mugful, or make ice cubes with it and toss it into a cocktail for a flavor infusion as the cubes melt. | Cooking Light

5. More Vegetables
As consumers are trying to move toward healthier options, we are seeing vegetables top of mind, and Google is seeing the same. There was a 200% increase in searches for "cauliflower rice" and a 70% increase in searches for "spiralized vegetables" over the past 12 months.

7. Move Over Kale
Oh kale, how we've loved you so. But a new year brings a new romance and in 2017 we'll be crushing hard on a new green: seaweed. Not only is seaweed incredibly low in calories, it's also rich in nutrients. and a unique way to bring the rich umami flavor to dishes. | Today.com

9. Big(ger & Smaller) Mac
McDonald's will launch two new Big Mac sizes in a limited-time offering this year. McDonald's will offer a Mac Jr., a single-layer Big Mac that is said to be easier to eat on the go, as well as a Grand Mac, a bigger Big Mac with two all-beef patties weighing in a third of a pound. | Nation's Restaurant News

2. Girl Scouts
This year marks the 100th anniversary of Girl Scout cookie sales. We are now spotting Girl Scout flavors in non-cookie items such as cereals, coffee creamers, baking mixes, chewing gum and even lip balm. This is a great way to get your cookie fix in the off-season.

4. Cheese Bowls
This deli section find is a cheese lover's dream come true: the round of parm, cheddar or jarsberg can replace a tortilla in a wrap—or you can turn it into an edible bowl for chili. | Food Network

6. Super Bowl Spread
According to a recent survey from the Food Network, 73% of people say the food is more important than the game. Other Super Bowl food facts include: 62% of consumers order pizza and 57% drink beer.

8. The Golden Latte
The latest café craze is made by mixing milk or a dairy alternative with turmeric, plus add-ins such as black pepper, cinnamon, ginger and cayenne. Golden lattes are popping up all over, including at Los Angeles's Café Gratitude, Montreal's Café Sfof, San Francisco's As Quoted and many more!

10. Bacon Bar
Tilted Kilt Pub & Eatery is attracting bacon fans with their new Bacon Bar. Inspired by Krispy Kreme's "Hot Now" sign which alerts customers when doughnuts are ready, the restaurant lights up their pig-shaped neon sign over the bar that reads "Bacon Bar." Their flavors include Chipotle, Raspberry, Barbecue, Garlic Parmesan, Fiery (with a spicy dry rub,) and "Naked," or plain. The bacon is sold individually or as a six-piece flight.