

# 20 FLAVOR INSIGHT 17 REPORT

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## QUINCE

### By the Numbers

This pomme fruit once appeared in everything from perfume to honey during the Ancient Roman age. These days the hard, yellow-white fleshed fruit is best cooked to counter its tart flavor. This apple relative is available only during September through December, it is often used in jams and jellies due to its high pectin content. In Spain and France, quince appears often as a paste or cheese accompaniment.

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

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# As Sweet as Quince

## Print & Social Media Highlights

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

- On Pinterest, quince pins were spotted in a wide variety of food and beverage recipes, especially baked goods. These include a quince crumble tart, upside-down quince and honey spice cake, Persian quince jam with cardamom and rosewater, quince and vanilla sorbet and quince almond cake. In addition, there is maple-roasted Brussel sprouts and quince salad, roasted root vegetables and quince, quince, prosciutto and blue cheese toasts, and lastly, quince pancakes.
- A Twitter search shows tweets mentioning quince including this tweet by @Tastyrecipes “Medlar and Quince Jelly, Quince Curd and Garibaldi Biscuits.” Also from @BestBlogRecipes an “Orange Ginger Pear and Quince Crisp” recipe from @bakingaddiction.
- On Food.com, 78 recipes appear when you search for quince. Recipes include a Turkish lamb and quince stew, quince-ginger marmalade, rice pudding with quince paste, chicken breast with prosciutto and quince and a roasted beets and quince salad.

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

- In the December 2016 issue of *Ink Free News*, was an article discussing the quince, its tree and the best ways for planting. In addition, the article provided a recipe for delicious cranberry quince sauce to be made from your homegrown quince plants. They highly recommend cooking the quince before consumption to produce a sweeter, more appetizing taste.
- In an October 2016 posting on the *Ballard News Tribune* were the best ways to prepare fresh quince, known as a tougher fruit. Using a cleaver tool for preparation is suggested. Included are recipes for poached quince over yogurt, a quince jam and also a quince sorbet.



Source: Pinterest



Source: Pinterest

## Quince on the Menu

Q3 2010-Q3 2016

- Quince-Cranberry Bread Pudding- *Rialto Restaurant*
- Quince & Champagne Sorbet- *Tru*
- Quince Paste- *Avec*
- Duck breast with Quince Jam- *The French Room*

### Quintessentially Quince

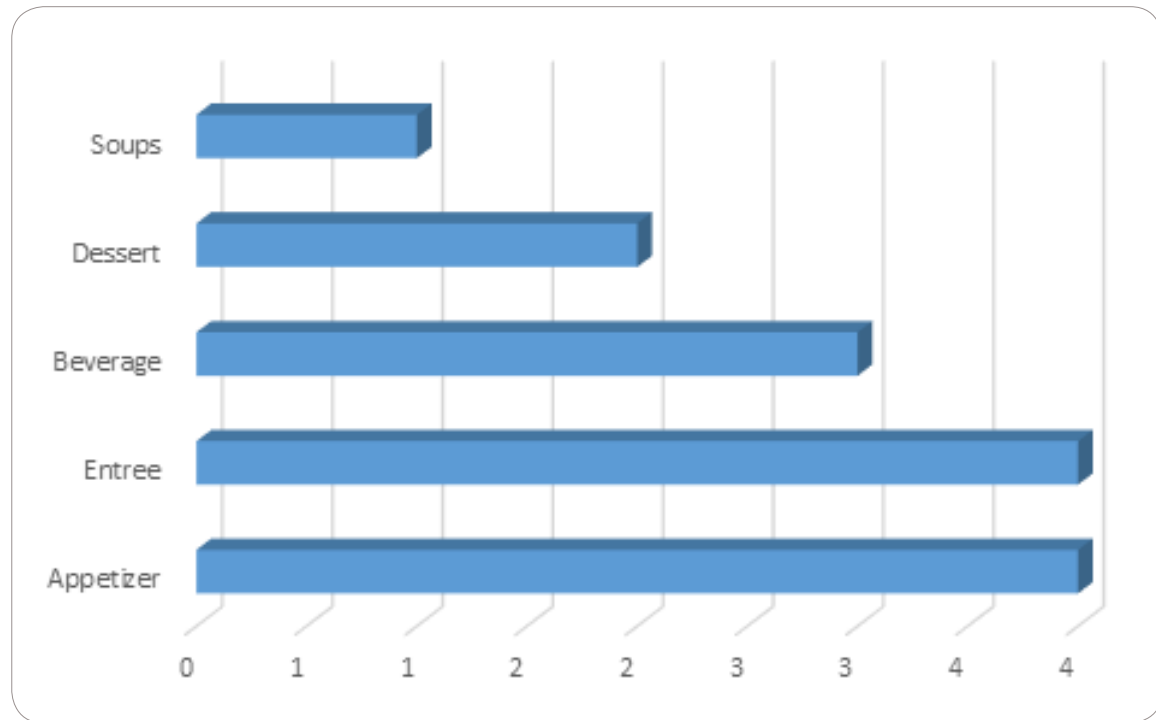
Despite the tough, knobby exterior of the quince, there are many benefits to tackling this gnarly fruit. This fragrant fruit beckons you to tackle its tough exterior to see what is inside. This fruit is often called the gift from Aphrodite due to its origins from the Fertile Crescent in the Middle East. Due to its special growing requirements, it is not often found in popular grocery stores, making it an extra special find. Those who can conquer its tough skin, will sure reap the benefits of its sweet, rich flavor.

Source: *The Spokesman Review*

14  
MENTIONS

FINE/  
UPSCALE  
TOP RESTAURANT  
SEGMENT

### Quince on the Menu: Top Menu Sections



## Quince Global New Product Introductions Products of Note

**483**  
NEW PRODUCTS



Argentina: Quince Marmalade Sweet Cookies



Spain: Quince Paste



Ukraine: Quince Juice with Pulp

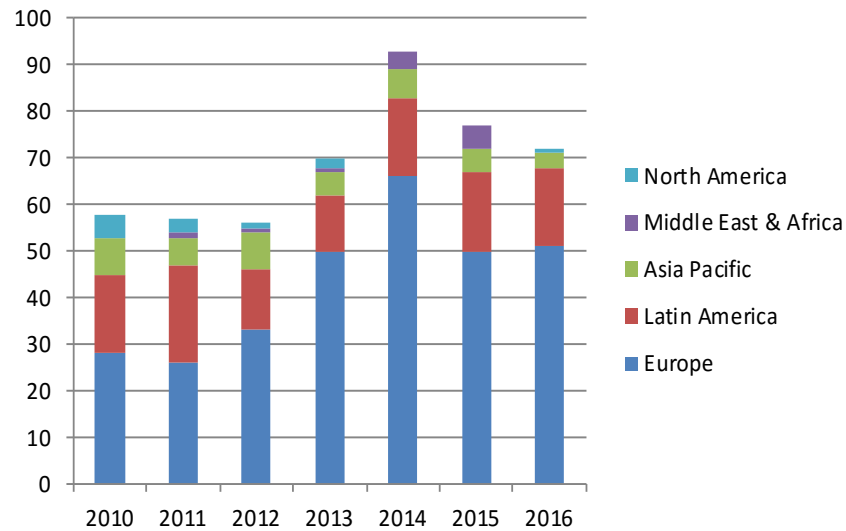


Poland: Organic Fruit Banana and Quince Bar

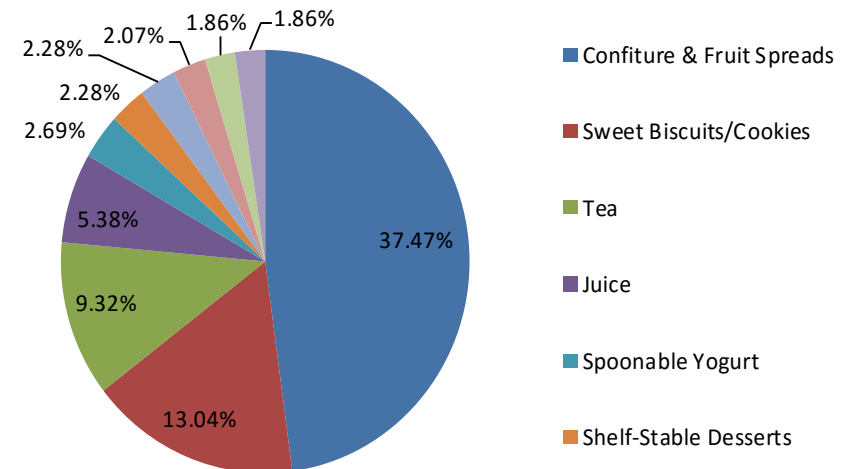


Poland: Quince and Orange Flavored Black Tea

## Quince New Product Introductions, Global 2010-2016



## Quince New Product Introductions, Global 2010-2016 by Top Sub-Category



Source: Mintel GNPD

## Quince North America New Product Introductions

### Products of Note

**12**  
NEW PRODUCTS



Davids Tea Quince Charming Black Tea



Heilos Spreadable Quince Paste Fruit Wheels



Carpe Diem Quince Kombucha Drink

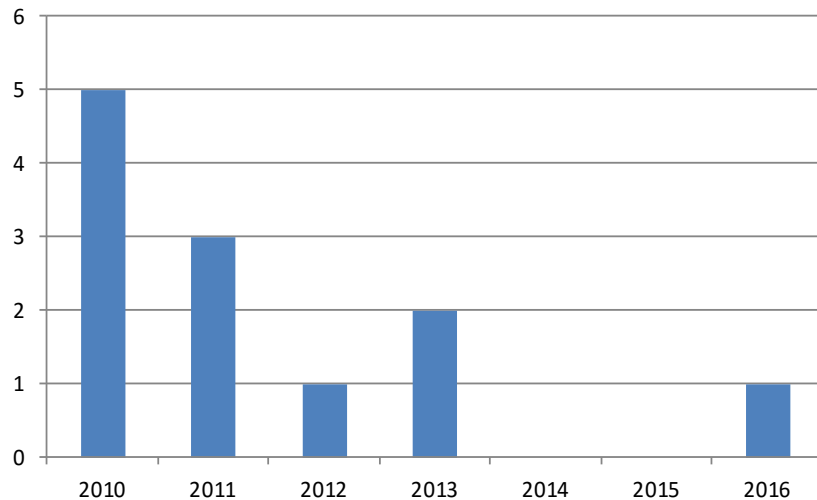


Trader Joe's Quince Paste

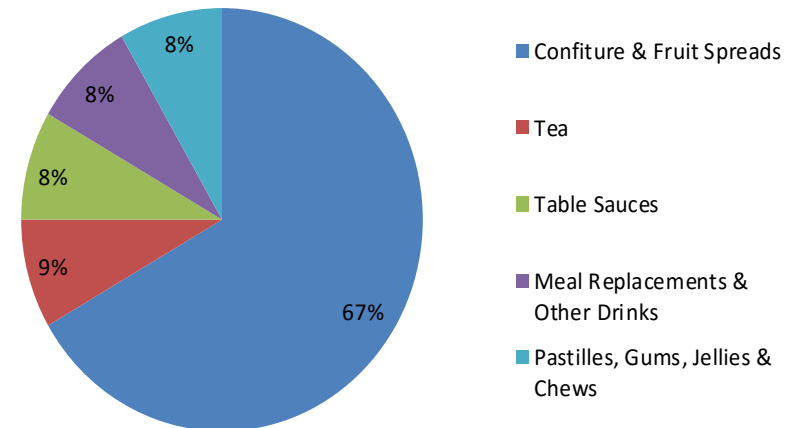


Furore Apple Mustard Sauce with Quince

### Quince New Product Introductions, North America 2010-2016



### Quince New Product Introductions, North America 2010-2016 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](http://www.fona.com).

### SOURCES:

*Mintel GNPD*

*Mintel Menu Insights*

*Flavor & The Menu*

*Pinterest*

*Twitter*

*Food.com*