



PISTACHIO

By the Numbers

Known for a delicate and subtle flavor, the pistachio nut can be a perfect partner to many dishes and products. And it's showing clear growth. In North America alone, pistachio-flavored product launches doubled between 2015 and 2016. We're seeing the unique taste paired with stronger flavors in everything from halibut to chocolate bark. High in vitamin A, calcium and many other important minerals, pistachios add a light, healthy touch as either a snack or as a product addition.

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

Get Crackin' with Pistachios

Print & Social Media Highlights

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

- While perusing Pinterest, pistachio pins can be spotted in a wide variety of food and beverage recipes especially baked goods, including matcha pistachio yogurt bark, cranberry pistachio holiday cookies, pistachio macarons, pistachio ricotta cookies and Italian pistachio gelato. Other recipes include za'atar pistachio mint olive labneh dip, pistachio cardamom energy bars, pistachio-crust halibut and homemade pistachio butter.
- A Twitter search shows tweets mentioning pistachio, including one from @freefromfairy: "Fab recipe from @Choclette8 for chocolate pistachio biscotti with orange cardamom using my plain gluten free flour," and this tweet by @SundayBrunchC4: "For all you asking for @yasmin_kahn's pistachio soup recipe, it's online now!"
- On Food.com, 1,773 recipes appear if you search for pistachios. Recipes include pistachio goat cheese bites, salmon with pistachio basil butter, orzo, grape and pistachio salad, and an Oreo-pistachio dessert.

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

- In the December 2016 issue of *Health* magazine is a recipe for Parsley-Pistachio Gremolata glaze with Cornish hens and wild rice stuffing.
- In the January 2017 issue of *Saveur* magazine is an Almond Frangipane Tart with Cranberries and Honeyed Pistachios. This tart features an almond-based pastry filling with a nutty fragrance and airy sponge cake mouthfeel. Perfect for a wintertime treat or substitute the cranberries for fresh apricots, cherries or plums to make a sweet summer treat.



Source: FoodNoveau /Pinterest



Source: @freefromfairy

Pistachio on the Menu

Q3 2010-Q3 2016

- Pistachio Chocolate Chip Bread Pudding- *Limestone Restaurant*
- Alaskan Halibut with Lemon Pistachio Pesto Sauce- *Catch 35*
- Spring Peas and Pistachio Cake- *Felidia*
- Fried Green Tomatoes with Pistachio Relish- *Magnolias at the Mill*

358

MENTIONS

FINE/
UPSCALE

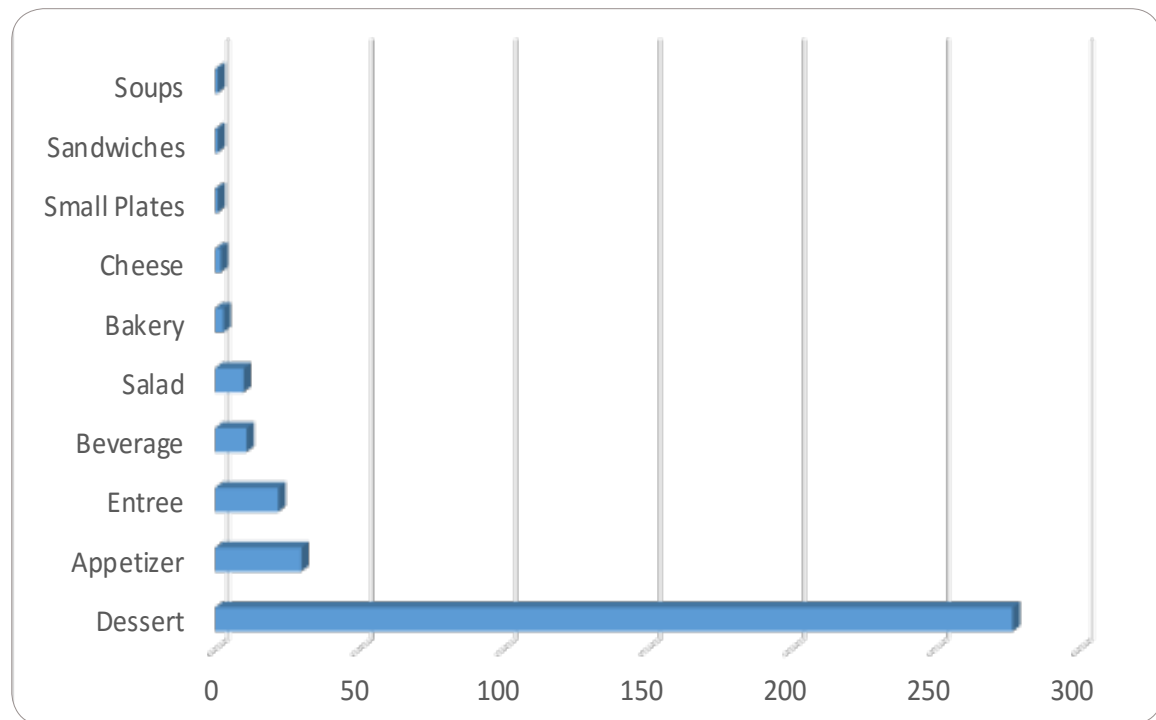
TOP RESTAURANT
SEGMENT

Pistachios: Toppings on a Whole New Level

In December 2016, the *Daily Herald* listed some unexpected toppings to add to traditional bowls of soup, including pistachio. To transform the ordinary to the extraordinary, the article suggests a combination of crushed pistachios, grated orange peel, scallions, mint leaves, a dash of cayenne and a bit of olive oil onto a bowl of ordinary sweet potato soup. For an extra touch, try pairing with a side of mango salsa.

Source: *Daily Herald*

Pistachio on the Menu: Top Menu Sections



Pistachio Global New Product Introductions Products of Note

1,652
NEW PRODUCTS



Italy: Pistachio Flavored Cream Liqueur



Ireland: Cranberry & Pistachio Nutritional Chocolate Bar



India: Pistachio & Cardamom Couverture Chocolate Bar

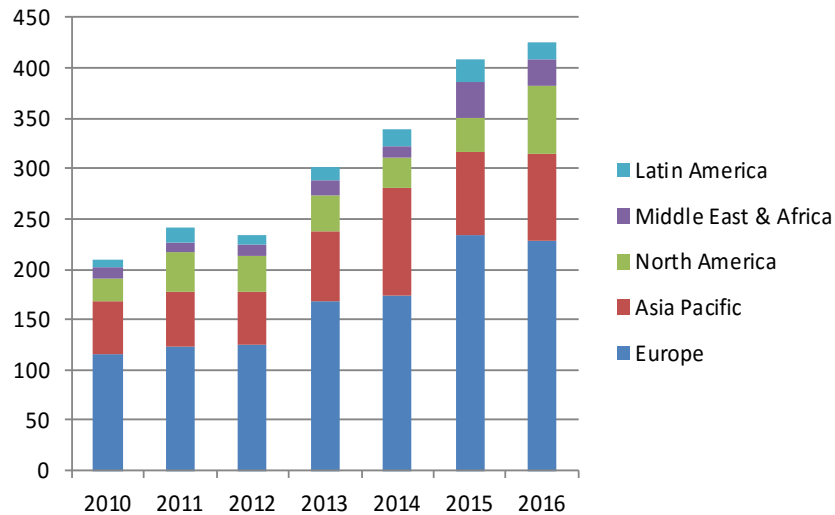


Slovakia: Strawberry, Pistachio & Chocolate Macarons

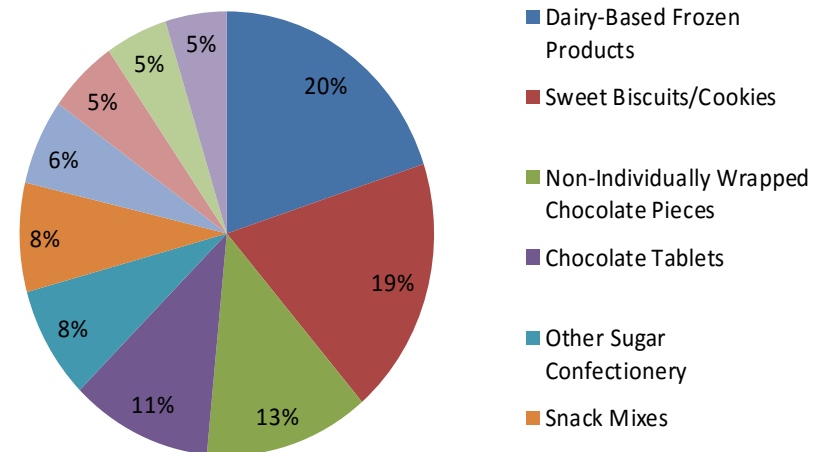


Australia: Pistachio & Prosciutto Salami

Pistachio New Product Introductions, Global 2010-2016



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



Source: Mintel GNPD

Pistachio North America New Product Introductions

Products of Note

198
NEW PRODUCTS



Trader Joe's Pistachio Pomegranate Crisps



Sheila G's Thindulgent Pistachio Toffee Dark



Terra Breads Signature Spice Pistachio Granola

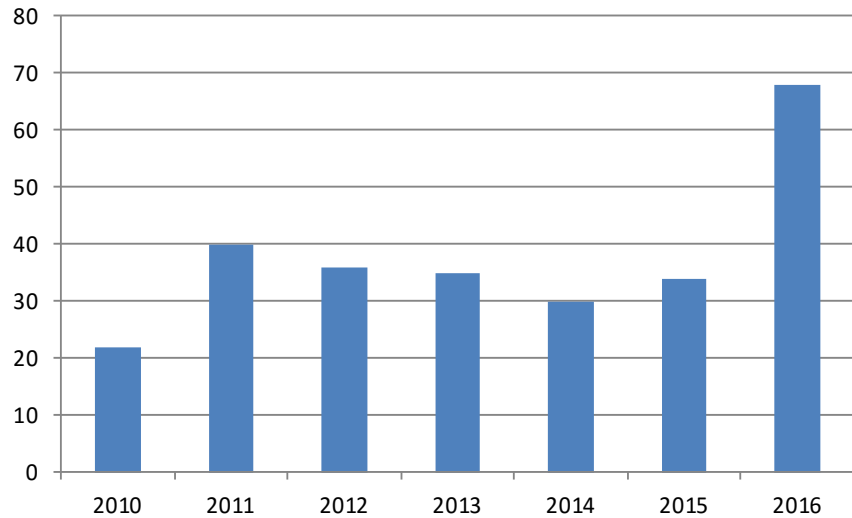


Terlato Kitchen Tart Cherry and Pistachio Soft Biscotti

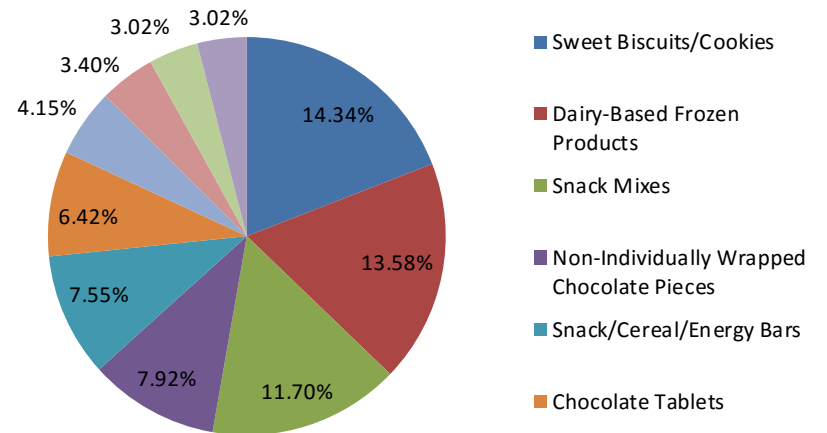


Gelato Fiasco Mascarpone Pistachio Caramel Gelato

Pistachio New Product Introductions, North America 2010-2016



Pistachio 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.

SOURCES:

Mintel GNPD

Mintel Menu Insights

Daily Herald

Pinterest

Twitter

Food.com