

10 Things You SHOULD KNOW

JULY 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!



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1.

Put Purple on Your Plate

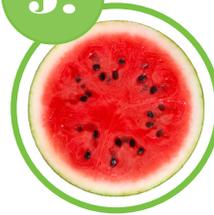
Purple food is hot, with health nuts gobbling everything from purple cauliflower hummus to maqui-berry smoothies. And the brilliant hue is good for more than just a killer Instagram post. "Purple whole foods are extremely high in antioxidants." Stephanie Middleberg, RD. | Health

3.

It's the Pits

"Come stone fruit season, I become a farmers' market zealot, buying as many peaches, apricots, and nectarines as I can carry. After eating them by the dozen, I'm left with a lot of pits that I no longer throw away. Crack them open gently with a hammer, and inside you will find tiny kernels that look and taste like almonds with a pleasant bitterness." Claire Saffitz, Senior Food Editor at *Bon Appetit*

5.



Watermelon Seeds

You may have once believed that swallowing a watermelon seed would ignite the growth of an enormous fruit inside your belly, but that's not true—they indeed should be eaten, but only after they are sprouted and shelled. They're packed with protein, vitamin B, magnesium, and monounsaturated fats and polyunsaturated fats. | Huff Post

7.

Pickle Juice Soda

This new soda could put taste buds in a pickle. Grandpa Joe's Candy Shop is relishing on the unique drink trends and offering sodas flavored with butter, ranch dressing, buffalo sauce and even pickles. The brew is made with cane sugar and dill pickle brine. | NY Post

9.

The Beet Reuben

Executive Chef Patrick Browne uses local sauerkraut, house made Russian dressing, & rye bread to evoke the flavors of a classic Reuben sandwich, but replaces the corned beef with thinly sliced beets. He says that the earthiness of beets is comparable to corned beef, and is working on using other roasted vegetables. | TrendFire

2.

At the Drop of a Snack

Good things come to those who don't wait: a recent study found that when vending machines delayed junk food items by 25 seconds but dispensed healthier snacks immediately, customers were more likely to choose the good stuff. | Rush University Medical Center

4.



Coffee in a Cone

The Grind Coffee Company in Johannesburg, South Africa is to blame for this food fad, as a coffee-in-a-cone beverage is the shop's signature drink. A small latte inside of a chocolate-coated ice cream cone, the drink is prime Instagram fodder. | Huff Post

6.

Online Shopping is Good for Your Health

If you're looking to eat cleaner, skip the store and order groceries online. Belgian researchers found for every \$100 people spend on groceries, they bought an average of \$4.70 more worth of junk food in a brick-and-mortar store—probably because of the pull of instant gratification. | Everyday with Rachael Ray

8.



State of the Artichoke

The whole steamed artichoke is the pearl necklace of vegetables: simple yet elegant, in a Martha Stewart's entertaining kind of way. And restaurants are reviving the sleeper classic, offering artichoke in its spiny glory with a rich sauce—like shrimp may at Mr. Donahue's in NYC or mustardy vinaigrette at June's All Day in Austin for dipping alongside. | Bon Appetit

10.

A Whole New Way to Meal Kit

Tyson just launched their new meal kits with all of the prepping complete. Fresh veggies, pre-prepped. Spices and sauces, measured. All-natural meat, seasoned. They take care of the prep, so you can get right down to the best part – cooking. Available on Amazon Fresh, Jet.com and Amazon Prime Now. | Tyson Tastemakers