



BLACK CURRANT

By the Numbers

A darker cousin of the gooseberry, the black currant is a small tarter berry. The berry is rich in vitamin-C and anti-inflammatory polyphenols. Typically used in jams, syrups, and liquers, we're spotting it in products like porridge, compote and brownies! With more than 3,100 new products appearing globally, black currant is a flavor to keep an eye on.

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

Currently Currant

Print & Social Media Highlights

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

- On Pinterest, black currant pins appear in a wide variety of foods and beverage recipes, especially baked goods. We spied lavender black currant & vanilla bean homemade marshmallows, black currant shortbread bars, black currant lemon scones, black currant and lavender pie, and black currant pavlova. Also included is black currant jam, macadamia ricotta & black currant jam, black currant lime sparkling sangria and chicken liver pate with black currant jelly.
- A Twitter search shows tweets mentioning black currant including this tweet from @TasteLikeLov: "Black currant and walnut stuffed baked brie" with included link to the recipe. Also from @anderry281: a recipe for "Ribs with black currant barbecue sauce."
- On Food.com 350 recipes appear when you search for black currant. These recipes include quinoa, cucumber and currant salad, black currant tea with cinnamon and ginger, black currant mango iced tea, apple and black currant crumble bars and glazed baby carrots with currants.

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

- In the December 2016 issue of *Fine Cooking* is a recipe for creamy cassis cocktails. This recipe calls for granulated sugar, vanilla bean, black currant liqueur, whole milk and vanilla vodka.
- In a December 2016 issue of *Food & Wine* is a recipe for custard & black currant jam tart. This combination of creamy custard and sticky sweet jam is described as a match made in heaven.



Source: Pinterest



Source: Pinterest

Black Currant on the Menu

Q3 2010-Q3 2016

- Cherry- Black Currant Danish- *Lark*
- Aged Cheddar with Black Currant and Blueberry Compote- *The Publican*
- Twin Applewood Grilled Niman Ranch Pork Chops with Black Currant Glaze- *Jimmy V's Steakhouse & Tavern*
- La Quercia Prosciutto with Black Currant Jam- *Nico Osteria*

Black Currant: The Hidden Gem

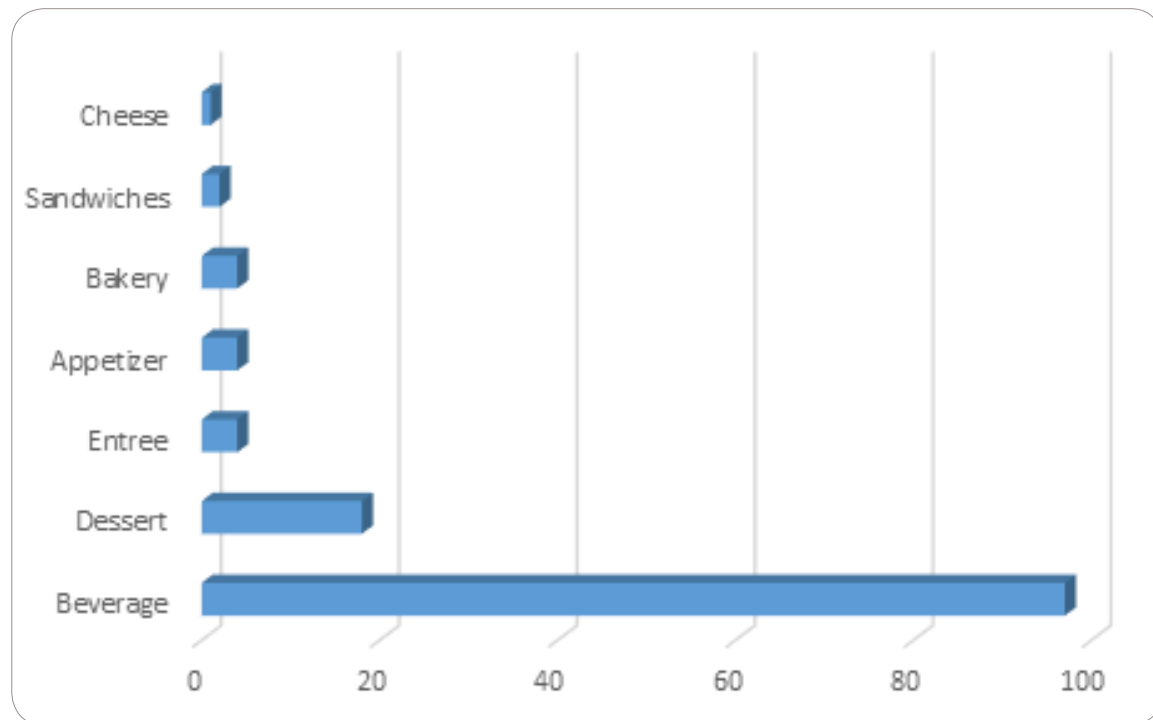
Up until 2003, black currant was known as the forbidden fruit due to its potential to spread a deadly fungus to pine trees. Because of this, many people within the United States have yet to reap the benefits of this tiny fruit. With high amounts of anthocyanins, polyphenolic substances, antioxidants and vitamin C, black currant is used to help increase blood flow and improve the immune system, eyesight, gut and kidney. Black currant extracts are said by some to reduce the risk factors of both type 1 and 2 diabetes.

Source: Healthline

130
MENTIONS

**FINE/
UPSCALE**
TOP RESTAURANT
SEGMENT

Black Currant on the Menu: Top Menu Sections



Black Currant Global New Product Introductions

Products of Note

3,113
NEW PRODUCTS



UK: Blackcurrent Still
Vitamin Water



Sweden: Granola with
Strawberry & Blackcurrant



Russia: Blackcurrant
Nectar Dessert

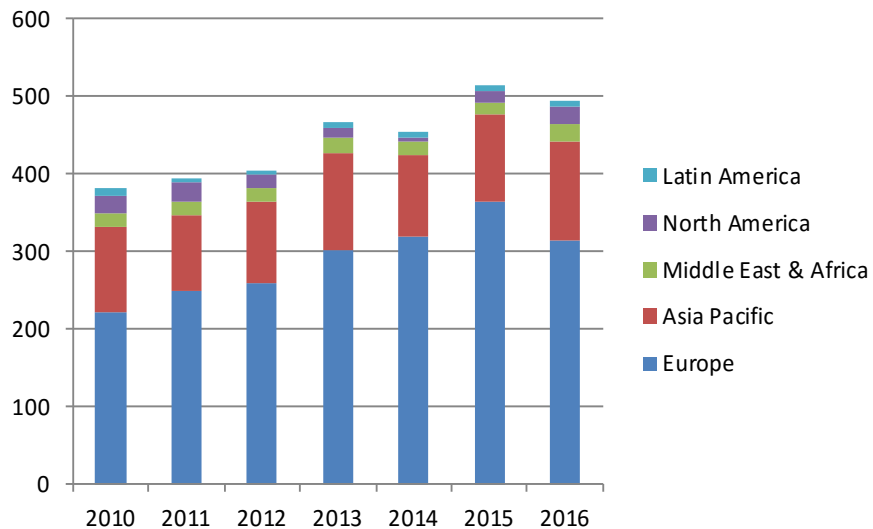


Saudi Arabia: Sparkling
Blackcurrant Cocktail Drink

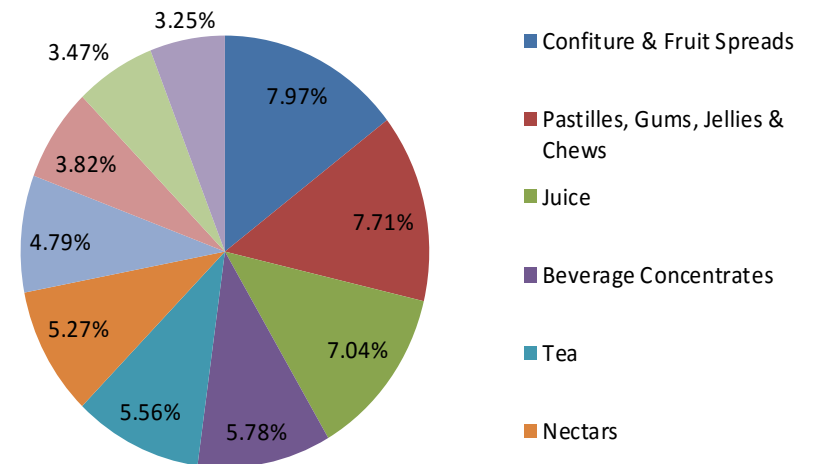


India: Chocolate with
Black Currant

Black Currant New Product Introductions, Global 2010-2016



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



Black Currant North America New Product Introductions

Products of Note

119
NEW PRODUCTS



Packom Sweets Coconut
Blackcurrant Candy



Finnriver Lavender Black
Currant Cider



McCann's Artisan
Black Currant, Almond &
Cream Irish Oatmeal

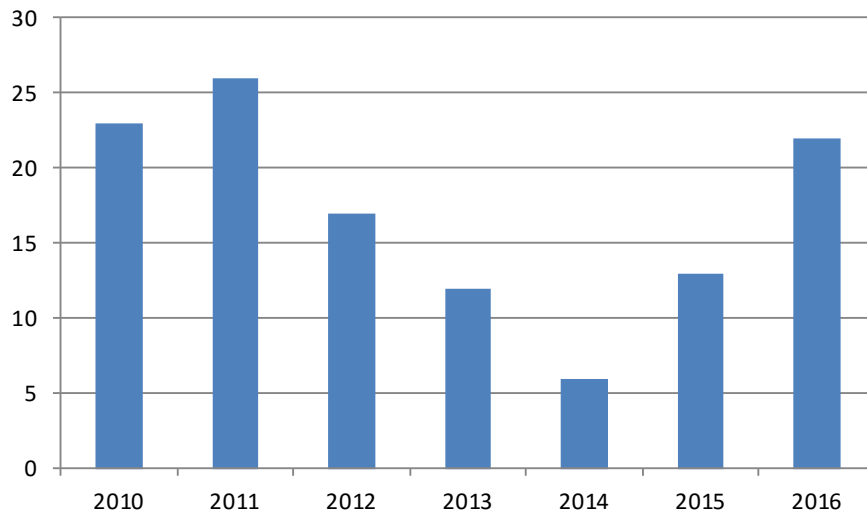


Saint Germain Bakery
All Butter Blackcurrant
Shortbread

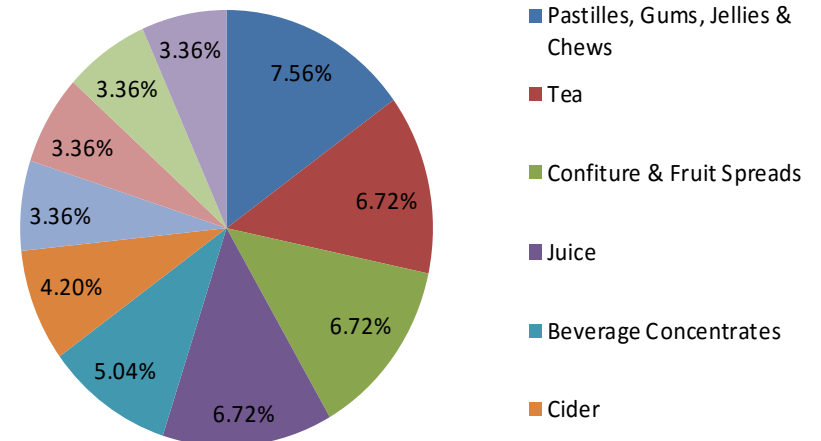


Bixby Bar Birdie Chocolate
Bar With Hazelnuts, Black
Currants, and Fluer De Sel

Black Currant New Product Introductions, North America 2010-2016



Black Currant 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

Flavor & The Menu

Pinterest

Twitter

Food.com

Fine Cooking

Food & Wine