








2019 FLAVOR WATCH LIST

Assertions about flavor trends can sometimes seem heavy on intangibles and light on data. To fill this gap between theory and fact, FONA developed Flavor Radar®, a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple.




FONA's Flavor Radar uses a mix of current data points from industry-renowned databases and in-depth analysis on how a flavor trend is affecting the food industry.

Flavor Radar encompasses four categories: Novel, Up & Coming, Mainstream and Everyday. These categories are driven by FONA's expert analysis of a comprehensive set of indicators including restaurant menus, new product introductions and print media data.

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
BAOBAB 	<p>Found in the savannahs of Africa, the Baobab is a large greenish-brown fruit that has a uniquely tangy and tart flavor. The pulp of the baobab is high in Vitamin C, calcium, iron and other minerals.</p>	Too novel for the menu.	Uplift Super Smoothie with Beetroot Juice, Baobab Pulp and 6 Vitamins Switzerland	Pineapple
			Meridian Nature's Energy Superfoods Edition Peanut Butter & Baobab Nut Spread UK	Apple
			Roo'Bar Organic Baobab Pineapple Raw Nut & Fruit Bar Canada	Almond
MAQUI BERRY 	<p>Originating in South America, the maqui berry is known for its high levels of antioxidants and its powerful anti-inflammatory action. The maqui berry has a sweet and nutty flavor.</p>	Too novel for the menu.	Topvalu Light Meal Bran Sandwich Biscuits with Maqui, Chia Seeds & Acai Filling Japan	Blueberry
			Victoria Maqui, Rosehip and Apple Nectar Chile	Blackberry
			Sunfood Super Foods Raw Organic Superfood Smoothie Mix with Cacao, Maqui Berry, Camu Camu & Goji Berry US	Apple
JACKFRUIT 	<p>This huge relative of the breadfruit and the fig can weigh up to 100 pounds, which is how it earned its reputation as the world's largest fruit. This ripe fruit is usually consumed raw, either in salads, desserts or out of hand.</p>	Fine Dining: Jackfruit Crème Brûlée at Sunda in Chicago	Finagro Set Style Jackfruit Flavored Yogurt India	Curry
		Casual Dining: Coconut-Jackfruit Ice Cream Sandwich at Pok Pok in Portland, OR	Trader Joe's Yellow Jackfruit Curry with Jasmine Rice US	Coconut
		Fine Dining: Jackfruit Sorbet at Hugo's in Portland, ME	Aldi Vita Life Raspberry, Guava and Jackfruit Vitamin Enhanced Water US	Melon




FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
VADOUVAN 	<p>Vadouvan is most easily described as the French equivalent of the British curry powder. The principle is the same as that of curry powder in that its purpose is to adapt Indian spices to suit European taste buds; however, vadouvan does it with the characteristic French panache and subtlety.</p>	Fine Dining: Vadouvan Heirloom Rice at 21 Club in NYC	Too novel for new product introductions.	Chicken
		Fine Dining: Merguez Flatbread with Vadouvan Tzatziki at The Lobby in Chicago		Vegetables
		Fine Dining: Carrot & Lentil Salad with Medjool Dates and a Vadouvan Curry Crema at SPQR in San Francisco		
SAFFRON 	<p>Saffron is a crocus with reddish-purple flowers, native to warmer regions of Eurasia. An enormous number of the flowers are needed to produce a small quantity of the spice, making it the most expensive spice in the world. It is often used in Spanish, Portuguese and Turkish dishes and has a complex flavor described as bitter and grassy with undertones of iodine.</p>	Fine Dining: Prado Paella with Lobster Saffron Broth at Prado at Balboa Park in San Diego	Ujong Gourmet Saffron Kaya Saffron & Wild Flower Honey Artisanal Coconut Jam Singapore	Almond
		Fine Dining: Saffron Panna Cotta at Babbo in NYC	Sizmic Bite Fills Saffron Pralines India	Pistachio
		Casual Dining: Cedar Planked Halibut with Asparagus Saffron Risotto at Ivar's in Seattle	Tipu's Chai Now Kashmiri Chai Latte with Green Tea & Saffron US	Cardamom



UP & COMING




FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
VIOLET 	<p>Viola (violets, violas and pansies) are among the most popular edible flowers in America—and with good reason. All flowers are beautiful, but violas are easy to grow and are among the few flowers that actually taste good, too. The simple addition of a few brilliant blooms transforms any dish into an elegant presentation.</p>	<p>Fine Dining: Summer Berry Tart with Vanilla Custard and Blueberry Violet Sorbet at The Modern in NYC</p>	<p>Christine Ferber Alsatian Raspberry & Violet Jam France</p>	<p>Raspberry</p>
		<p>Casual Dining: Bacon Wrapped Quail with a Violet Fig Jam at Carpe Vino in Auburn, CA</p>	<p>Los Combos Semi-Skimmed Liquid Yogurt with Blueberry, Blackberry and Violet Spain</p>	<p>Blueberry</p>
		<p>Fine Dining: Mississippi Violet Specialty Cocktail with Creme de Violet at Circa 1886 in Charleston, SC</p>	<p>Whole Foods Market Dark Chocolate Violet Marshmallows US</p>	<p>Honey</p>
WHITE CRANBERRY 	<p>White cranberries are cranberries early in the harvest season, and they're ripe! If you put white cranberries in the freezer, they turn red. If you cook them, they turn red. That's because cooking and freezing releases the anthocyanin (red pigment). The taste difference between red and white cranberries is minimal—the white are slightly milder.</p>	<p>Fine Dining: White Cranberry & Strawberry Sparkler at McCormick & Schmick's Nationwide</p>	<p>Ocean Spray White Cranberry Strawberry Juice US</p>	<p>Strawberry</p>
		<p>Casual Dining: White Cranberry Mimosa at Fat Cat in Chicago</p>	<p>Töst Non-Alcoholic Sparkling Beverage White Cranberry, White Tea, Ginger & Spice Flavor South Korea</p>	<p>Peach</p>
		<p>Casual Dining: White Cranberry Cosmo at Saltgrass Steak House in Houston, TX</p>		<p>White Tea</p>
PIRI PIRI/ PERI PERI 	<p>Peri-peri is an African spice (also very popular in Portugal) made from crushed chillies, citrus peel, onion, pepper, salt, lemon juice, bay leaves, paprika, pimiento, basil, oregano, and tarragon. As a dry spice or a sauce it brings heat to dishes like chicken, fish and vegetables. (Piri piri is the Swahili word for "pepper pepper.")</p>	<p>Casual Dining: Piri Piri Chicken at Fat Rice in Chicago</p>	<p>Nando's Mild Perinaise Peri-Peri Mayonnaise Australia</p>	<p>Chicken</p>
		<p>Casual Dining: Chocolate Chili Cookie with Peri Peri at Nando's Peri Peri in Washington, DC</p>	<p>Tilda Peri Peri Limited Edition Steamed Basmati Rice UK</p>	<p>Lemon</p>
		<p>Casual Dining: Buddha Bowl with Piri Piri Tofu at Mad Greens in Golden, CO</p>	<p>Williams Sonoma and George Mendes Citrus Piri Piri Simmer Sauce US</p>	<p>Garlic</p>



UP & COMING

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
YUZU 	<p>Hailing from Japan, this sour citrus fruit is about the size of a tangerine. The yuzu has a bumpy green skin that turns yellow when fully ripe. Also called Japanese Citron, the yuzu is explosively fragrant and has a briskly tart flavor reminiscent of limes and oranges.</p>	<p>Fine Dining: Blackberry Yuzu Mousse at David Burke Kitchen in NYC</p>	<p>La Fermière Strawberry & Yuzu Layered Yogurt France</p>	<p>Honey</p>
		<p>Casual Dining: Dragon's Pearl Cocktail with Yuzu Shu & Yuzu Juice at Saigon Sisters in Chicago</p>	<p>Casa Eceiza Exotic White Truffle with Lime and Yuzu Nougat Spain</p>	<p>Orange</p>
		<p>Fine Dining: Somen Noodles with a Spicy Yuzu Kosho Broth at O Ya in Boston</p>	<p>Humphry Slocombe Yuzu Cream Ice Cream US</p>	<p>Ginger</p>

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
ROOIBOS 	<p>Rooibos is a South African plant with leaves used to make a red or green tea. Rooibos tea does not contain caffeine and has low tannin levels compared to black tea or green tea. It has a smoky, sweet flavor.</p>	<p>Fine Dining: Rooibos Chai at Per Se in NYC</p>	<p>Woolworths Food Sparkling Fermented Beetroot Flavored Drink with Rooibos Tea Kombucha South Africa</p>	<p>Mango</p>
		<p>Fine Dining: Rooibos Tea Cake at Uchi in Austin, TX</p>	<p>Milfina Wellness Milk with Rooibos, Hops & Lavender Austria</p>	<p>Berry</p>
		<p>Quick Service: Buchu Superfruit Tea with Green Rooibos at David's Tea Nationwide</p>	<p>Marz Jungle Boogie Pale Wheat Ale with Rooibos Tea US</p>	<p>Cinnamon</p>
PINK PEPPERCORN 	<p>Pink peppercorns or rose baies, are fragile, fruit berries are not related to true peppercorns. They are primarily grown in Brazil and in the same family as cashews and mangoes. They have a sweet peppery taste that is wonderful in cream sauces, seafood and even fruit.</p>	<p>Casual Dining: Pink Peppercorn Milk Pudding at Oleana in Cambridge, MA</p>	<p>Pringles Dinner Party Edition Prosecco & Pink Peppercorn Potato Chips Germany</p>	<p>Lime</p>
		<p>Casual Dining: Guava Pepito Cocktail with a Pink Peppercorn Syrup at Longitud315 in Highwood, IL</p>	<p>Merchant's Heart Tonic Water Flavored with Pink Peppercorn UK</p>	<p>Lemon</p>
		<p>Fine Dining: Oysters with a Cucumber & Pink Peppercorn Mignonette at The River Cafe in Brooklyn</p>	<p>Smoor The Elaine Young Collection Banana & Pink Peppercorn Couverture Chocolate Bar India</p>	<p>Raspberry</p>
ROSE 	<p>All roses are edible, with the flavor being more pronounced in the darker varieties. The taste is sweet with subtle undertones from fruit to mint and spice. The petals are often used in syrups, jellies, perfumed butters and sweet spreads.</p>	<p>Fine Dining: Raspberry Hibiscus & Rose Caramel at The Bazaar in Beverly Hills</p>	<p>Evian Fruits & Plants Grape Juice and Rose Flavored Natural Mineral Water Sweden</p>	<p>Raspberry</p>
		<p>Casual Dining: Sound Sparkling Rose Tea at the Natives Food Cafe in Los Angeles</p>	<p>The Precious Pea Organic Rose Harissa Hummus UK</p>	<p>Lemon</p>
		<p>Quick Service: Rose Milk Tea at Lollicup Coffee & Tea Nationwide</p>	<p>Malai Rose with Cinnamon Roasted Almonds Ice Cream US</p>	<p>Lychee</p>

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
LEMONGRASS 	<p>Lemongrass is a perennial grass grown for its fragrant leaves and stalks which are used as a flavoring. The stalks are commonly used to flavor dishes in Southeast Asian cooking. Young shoots may be cooked and consumed as a vegetable. Leaves may also be used to make lemongrass tea. The essential oil extracted from the leaves is commonly used in insect repellents, perfumes and soaps.</p>	<p>Casual Dining: Lemongrass Mojito at Pacific Catch in Mountain View, CA</p>	<p>Lipton Beauty Time Green Tea with Lemongrass, Hibiscus and Pomegranate Peels Ireland</p>	<p>Ginger</p>
		<p>Fine Dining: Tofu Tom Yum Soup with Lemongrass Broth at The Rice Barn in Needham, MA</p>	<p>Caliente Chili Blueberry Lemon Drink Netherlands</p>	<p>Lemon</p>
		<p>Quick Service: Thai Herb Bone Broth Infused with Lemongrass & Ginger at Wow Bao in Chicago</p>	<p>Kettle Brand Fiery Thai Potato Chips with Lemongrass Infused Salt US</p>	<p>Lime</p>
CHIMICHURRI 	<p>Chimichurri is a thick herb sauce that is as common in Argentina as ketchup is in the US. Chimichurri is a mélange of olive oil, vinegar and finely chopped parsley, oregano, onion and garlic, all seasoned with salt, cayenne and black pepper. It's a must with grilled meat.</p>	<p>Casual Dining: Picanha Burger with a Chimichurri Aioli at Fogo de Chao Nationwide</p>	<p>Simply Simple Chimichurri Kéfir Dip Canada</p>	<p>Beef</p>
		<p>Quick Service: Loaded Nachos with a Chimichurri Sour Cream at Taco John's Nationwide</p>	<p>Wildscape Chimichurri Chicken with Roasted Peppers, Red Potatoes and Farro US</p>	<p>Smoke</p>
		<p>Casual Dining: Chimichurri Salmon at Bahama Breeze in Orlando</p>	<p>All That Dips Chimichurri Hummus India</p>	<p>Tomato</p>

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
AVOCADO 	<p>Native to the tropics and subtropics, this rich fruit is known for its lush, buttery texture and mild, faintly nut-like flavor. Florida was the site of the first US avocado trees in the late 1830s but today, almost 80% of the crop comes from California. Like many fruits, avocados ripen best off the tree.</p>	Casual Dining: Chocolate Avocado Pudding at Outerlands in San Francisco	Indolakto Good to Go Chocolate Avocado Flavored Cereal Milk Indonesia	Ranch
		Casual Dining: La Cava Avocado Margarita at Frontera Cocina in Lake Buena Vista, FL	AH Avocado Smoothie with Beetroot, Apple and Lemon Netherlands	Cucumber
		Fine Dining: Tuna Tartare with Avocado Butter at Strip House in NYC	Sabra Breakfast Avocado Toast US	Chocolate
LIME 	<p>Limes grow in tropical and subtropical climates such as Mexico, California, Florida, and the Caribbean. Look for bright colored, smoothed-skin limes that are heavy for their size.</p>	Casual Dining: Lemon-Lime Pound Cake with Lime Sherbet at The Bristol in Chicago	Innocent Bubbles Sparkling Lemon & Lime Pure Fruit Spring Water France	Lemon
		Casual Dining: Watermelon & Snow Pea Salad with a Tamarind-Lime Vinaigrette at Talde in Brooklyn	Macro Wholefoods Market Hola Yummy-Ness Chilli & Lime Nuts & Seeds Australia	Cilantro
		Casual Dining: Prickly Pear Margarita with Lime Agave Sour at Benihana's Nationwide	Nabisco Triscuit Avocado, Cilantro, & Lime Crackers US	Chili Pepper
MACADAMIA NUT 	<p>The Macadamia nut tree is native to Australia and was named for John McAdam, the Scottish-born chemist who cultivated it. It has a high fat content and should be stored in the refrigerator or freezer to prevent rancidity. These nuts are in a wide variety of sweet and savory dishes.</p>	Quick Service: White Chocolate Macadamia Nut Nibbler Cookie at Mrs. Fields Nationwide	Stella's Obasan Macadamia Nut Cookie Ice Cream Sandwich Japan	White Chocolate
		Quick Service: Blended Blondie with a Butterscotch and Macadamia Nut Breve at The Human Bean in Medford, OR	Define Lemon Macadamia Tart Lo Carb Protein Bar Australia	Caramel
		Casual Dining: Seaweed Salad with Macadamia Nut Crusted Chicken at Kona Grill in Scottsdale, AZ	Freedom Foods Barley+ Pink Lady Apple & Macadamia Toasted Muesli US	Coconut

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
TAHITIAN VANILLA 	Cultivated and cured in Tahiti, Tahitian vanilla beans have a floral aroma with undertones of ripe fruit. They have a floral, fruit, cherry-like flavor that is found in the bean and the seeds.	Fine Dining: Warm Cinnamon Sugar Doughnut Holes with Tahitian Vanilla Cream Dip at Anzu in San Francisco	Maison Perrotte Pineapple Jam with Vanilla from Tahiti France	Caramel
		Casual Dining: Chia Seed Pudding with Tahitian Vanilla Creme Fraiche at Solbar in Calistoga, CA	Popkornditorei Knalle Butter Caramel and Tahiti Vanilla Popcorn Germany	Hazelnut
		Fine Dining: Mama's Salad with a Tahitian Vanilla Vinaigrette at Mama's Fish House in Paia, HI	Coolhaus Mies Vanilla Rohe Chocolate Chip Cookie and Tahitian Vanilla Bean Ice Cream US	Cinnamon
BLOOD ORANGE 	This variety of orange has red pulp and a tart-sweet, slightly berry-like flavor. Blood oranges are often eaten out of hand, or in salads, salsas, or marmalades.	Casual Dining: Blood Orange Sorbet at Rockit Bar & Grill Nationwide	Ministop Café Chocolate Mont Blanc Dessert with Blood Orange Sauce Japan	Mango
		Casual Dining: Red Quinoa Salad with a Blood Orange Olive Oil Vinaigrette at The Yard House Nationwide	Limitless Blood Orange Lightly Caffeinated Sparkling Water US	Cranberry
		Casual Dining: Blood Orange Shrub & Thyme Sparkling Cocktail at Mon Ami Gabi Nationwide	Der Zuckerbäcker Flamingo Party Fruit Gummies Blood Orange and Grapefruit Flavored Germany	Apple

2019 FLAVOR WATCH LIST

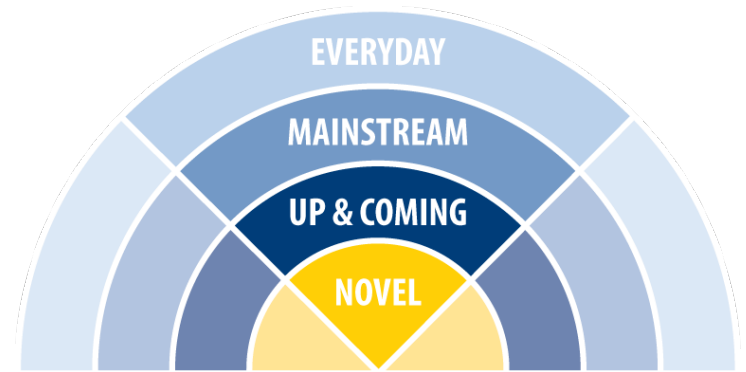
FONA CAN HELP!

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.



Flavor Radar®