

The background of the entire page is a close-up photograph of lemongrass stalks. The stalks are vibrant green with some yellowish-brown tips, and they are arranged in a dense, vertical pattern. The lighting is bright, highlighting the texture of the leaves.

LEMONGRASS

2019 • FLAVOR INSIGHT REPORT

More than just a simple herb plant, lemongrass is known for its fragrant leaves and stalks and are commonly used to flavor dishes in Southeastern Asian cooking. Versatile and unique, we're spotting lemongrass in a host of new products. In fact, lemongrass flavored new products grew 84% since 2013 globally. No longer relegated to Asia and Europe, we are seeing usage jump 64% in North America alone. Let's take a closer look at the various forms of lemongrass on the menu, in social media, and in new products.

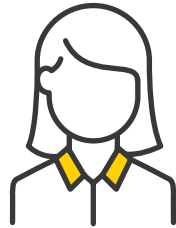
LEMONGRASS

Social Listening Summary

Check out FONA's social listening analysis on lemongrass, covering the previous six months. Lemongrass mentions increased 25% in the time period.



Mentions per Hour



78%
Female

Key Consumer Voice

Keywords: *cilantro, fish sauce, turmeric, garlic*



KEY CONSUMER INTERESTS

- 1) 88% Desserts & Baking
- 2) 56% Vegan
- 3) 34% Cocktails/Beer

TOP POSTS

Recipe: Lemongrass Ginger Soup

Recipe: Skillet Lemongrass Chicken

Recipe: Chicken Meatball Lettuce Wraps with Minced Lemongrass

Source: Infegy



194

LEMONGRASS RECIPES
ON GENIUS KITCHEN



On Genius Kitchen, formerly food.com, 194 recipes appear when you search for lemongrass. Recipes include Simple Thai-Style Lemongrass Shrimp Soup, Thai Lemongrass Roast Chicken, Spicy Ginger Tea with Lemongrass, Sweet Potato and Lemongrass Soup and Lemongrass, Lime & Thai Basil Mojito.

SIP & REPEAT

The July/August 2018 issue of Martha Stewart *Living* Magazine features an article titled "Lip Smackers" that provides lemonade spin-offs using fruit in different forms, from sorbet to liqueur.

Lemongrass is featured in a Lemongrass Mint Iced Tea with lemongrass stalks, mint tea bags and honey to sweeten.



Photo: Martha Stewart Living

LEMONGRASS

ON THE MENU: Q3 2017-Q3 2018

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1,315

LEMONGRASS MENTIONS
ON THE MENU

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Fine Dining is the top restaurant segment, with beverage, entrée and soup as the top three menu sections with the most lemongrass-flavored items. Beverages account for 27% of all lemongrass-flavored menu items.



MENU MENTIONS:

- **Lemongrass Mojito** with House-infused lemongrass Flor de Cana rum and fresh mint at Pacific Catch in Mountain View, CA
- **Tofu Tom Yum Soup with Lemongrass Broth** and mushrooms at The Rice Barn in Needham, MA
- **Thai Herb Bone Broth Infused with Lemongrass** & Ginger at Wow Bao in Chicago
- **Pineapple Upside Down Cake** with Spiced Rum Caramel and **Lemongrass-scented Coconut Sorbet** at Bertrand at Mister A's in San Diego, CA

Source: Mintel Menu Insights



LEMONGRASS

Global New Product Introductions: 2013-2018

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1,089

LEMONGRASS FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **EUROPE** is the top global region for lemongrass new product introductions with 51% of all new products.
- **HOT BEVERAGE** is the top product sub-category globally for lemongrass flavored new products.
- **GINGER** is the top flavor paired with lemongrass.



CARREFOUR PASSIONFRUIT MANGO NECTAR WITH LEMONGRASS FLAVOR:

A beverage nectar with passionfruit and mango and flavored with lemongrass.

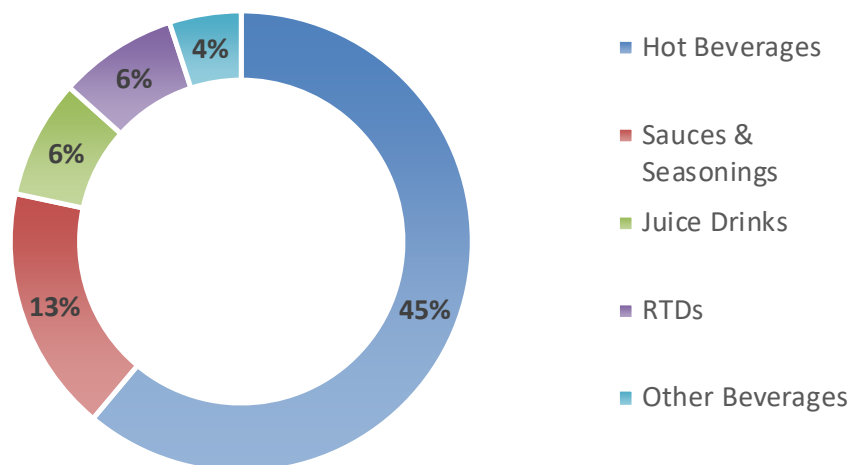
- **47%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. France



BIRDS EYE STEAMFRESH HAND CUT FISH FILETS WITH SWEET SOY, GARLIC & LEMONGRASS SAUCE: This steamer meal features fish filets with tri-colored quinoa and a garlic & lemongrass sauce.

- **34%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. Australia

TOP 5 LEMONGRASS PRODUCT CATEGORIES



VERY LAZY AROMATIC THAI GINGER CURRY PASTE POTS WITH LEMONGRASS:

Described as a concentrated paste with garlic, lemongrass and chilli for slow cooking, but fast preparation.

- **48%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. UK

LEMONGRASS

North America New Product Introductions: 2013-2018

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102

LEMONGRASS FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 9% of all lemongrass flavored new product introductions.
- **HOT BEVERAGE** is the top product sub-category for lemongrass flavored new products.
- **GINGER** is the top flavor paired with lemongrass.



EARTHLY GRAINS COCONUT, CHILI, LEMONGRASS QUINOA BLEND: A side dish featuring a quinoa blend with brown rice with coconut, chili, and lemongrass. USA.

- **39%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory.



KONA BREWING CO. ALOHA SERIES LEMONGRASS LUAU BLONDE ALE: Lemongrass Luau Blonde Ale is brewed with natural ginger and lemongrass added, inspired by a Hawaiian luau. USA.

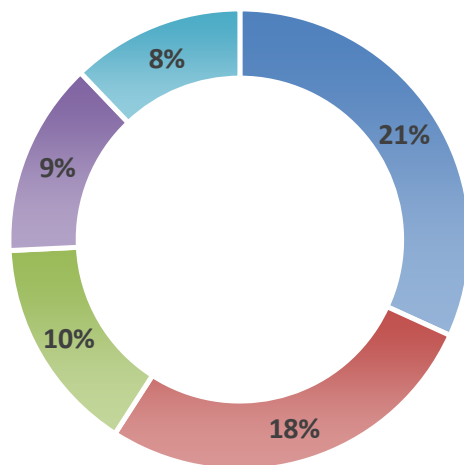
- **37%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory.



NABISCO TRISCUIT GINGER & LEMONGRASS CRACKERS: A cracker baked with 100% wholegrain wheat providing 23g wholegrain per 28g serving and are a good source of dietary fiber. USA.

- **56%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory.

TOP 5 LEMONGRASS PRODUCT CATEGORIES



- Hot Beverages
- Sauces & Seasonings
- Meals & Meal Centers
- Alcoholic Beverages
- Other Beverages

THE TAKEAWAYS

The lemongrass products featured in this report span the spectrum, from crackers to juice. Besides featuring the taste of lemongrass, they have one other feature in common: they outperform their sub-category in consumer purchase intent. That “first response” check on consumer reaction is interesting. To us, that reveals that lemongrass can be a differentiator in a range of products. Add to the consumer perception, social mentions are up 25% in the last six months alone. and product introductions are up 84% since 2013. This subtle and unique flavor is paired mostly with ginger in hot beverages, but the opportunities are endless especially in meal centers, snacks and even side dishes. Could it be a stand-out for your brand?

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your “what's next.” Our technical 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. Let's 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 for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at

www.fona.com/contact-fona/



SOURCES:

Mintel GNPD
Mintel Menu Insights
Mintel Purchase Intelligence
Genius Kitchen
Martha Stewart Living
Food Lover's Companion
Infegy