

A close-up photograph of several strips of cooked bacon. The bacon is golden-brown and slightly charred, with visible fat and meat layers. The strips are arranged in a slightly overlapping manner, filling the entire frame.

BACON

2019 • FLAVOR INSIGHT REPORT

You've heard the phrase, "Everything's better with bacon." That motto has equaled opportunity product developers in recent years, and influenced its steady increase in popularity (with 200% growth in social mentions since 2015, and 97% positive perception). The flavor is intense and complex, with more than 150 chemical compounds in its natural forms. Bacon has an interesting role in our current consumer outlook, both in the growing interest in fats (as fueled by the keto diet); and in the plant-based movement. Plant-based might seem an unusual connection for bacon – but as meat alternatives grow in popularity, more vegetarian options feature the taste of bacon (no actual meat required.) Let's take a closer look at the uses of bacon on menus, social media mentions, and global new products.

BACON OVERVIEW

Social Listening Summary

Check out FONA's social listening analysis on bacon, covering the previous six months. Bacon enjoys 97% positive perception.



Mentions per second



70%
Male

Key Consumer Voice

Popular Hashtags: #bbq #breakfast #keto #brewery



KEY CONSUMER INTERESTS

- 1.) Food & Drink
- 2.) Desserts & Baking
- 3.) Pop culture

TOP POSTS

Twitter: @kitchn "10 ways to add bacons smoky flavor to vegetarian dishes"

Instagram: @entrepreneur "15 absurdly wonderful bacon-flavored products"

CONSUMER PERCEPTION

When asked about their perception, consumers polled view bacon flavored products as both **filling** and **unique**.

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4,572

BACON RECIPES ON
GENIUS KITCHEN

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On Genius Kitchen, formerly food.com, 4,572 recipes appear when you search bacon. Recipes include bacon gravy, bacon stuffed pork, bacon empanadas, bacon chocolate chip cookies and bacon maple ice cream.

HOT BACON VINAIGRETTE DRESSING

The December 2018 newsletter from Foodie with Family features a recipe for a hot bacon vinaigrette dressing. This can be poured hot over vegetables like brussels sprouts or warm over a spinach salad, but can also be served at room temperature. Add Dijon mustard, maple syrup, or honey for a twist.



BACON

On the Menu Q4 2017-Q4 2018

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2,850

BACON
MENTIONS ON THE MENU

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Casual dining is the top restaurant segment, with entrée, sandwich and appetizer as the top three menu sections with the most bacon-flavored items. Entrées account for 33% of all bacon-flavored menu items.



MENU MENTIONS:

- **Bacon Lovers Lobster Roll** is offered at BarBacon restaurant located in New York. The dish mixes Maine lobster with **bacon lardons** and chive mayo on a brioche bun.
- **Stuffed Medjool Dates** are served at The Patio Restaurant & Bar at the Hills in Yuma, Arizona. Medjool dates are a regional specialty item that locals combine with **bacon**, blue cheese and chipotle sauce.
- **Brown Butter Candied Bacon Ice Cream** is a specialty dessert that was created by Coolhaus ice creamery in Culver City, California. A base of brown butter ice cream and mixed in **brown sugar candied applewood bacon** is paired with a warm chocolate chip cookie.
- **Bacon-Wrapped Peaches** are served at The Pig in Washington D.C. This dish features peaches wrapped in **bacon** and coated in rosemary-maple syrup, topped with feta cheese and pistachio.



Source: Mintel Menu Insights

BACON

Global New Product Introductions: 2018-2019

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900

BACON FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **EUROPE** is the top global region for bacon new product introductions with 43%.
- **PREPARED MEALS** is the top product sub-category globally.
- **CHEESE** is the top flavor paired with bacon.



CRISPY BACON & MAPLE SYRUP POTATO CHIPS: These traditional chips from Kettle Foods company are said to be hand cooked with care in small batches and seasoned with real food flavors with no artificial colors. They are sliced thicker for a unique crunch and cooked in sunflower oil. This product is available in the UK, Greece, and New Zealand.

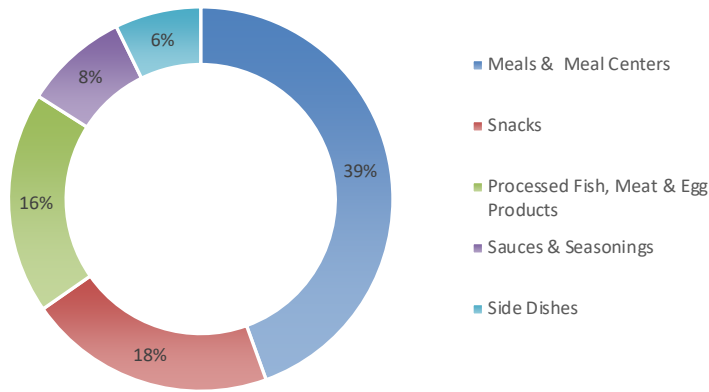
- **60%** of consumers polled said they would possibly buy this product, significantly outperforming its subcategory.



MAPLE & BACON POPCORN: The Co-op group has relaunched this product that is a standard popcorn snack with a maple and bacon flavored seasoning in a 20g package. This product is available in the UK.

- **29%** of consumers polled said they'd possibly buy this product, underperforming against subcategory. UK

TOP 5 GLOBAL PRODUCT CATEGORIES



CONTINENTAL PUMPKIN, BACON AND SOUR CREAM RISOTTO: This product from Unilever has been made with New Zealand grown pumpkins and bacon and sour cream flavoring. This is a dry packaged, microwavable dinner product. This is available in Australia.

BACON

North America New Product Introductions: 2017-2019

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332

BACON FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 23% of all bacon flavored new product introductions.
- **PREPARED MEALS** is the top sub-category.
- **CHEESE** is the top flavor paired with bacon.



MAPLE BACON DONUTS CEREAL: Post consumer products introduced this product to the market to celebrate national cereal day in April. This combines sweet and savory in an intense flavored cereal that creates a unique breakfast experience. USA

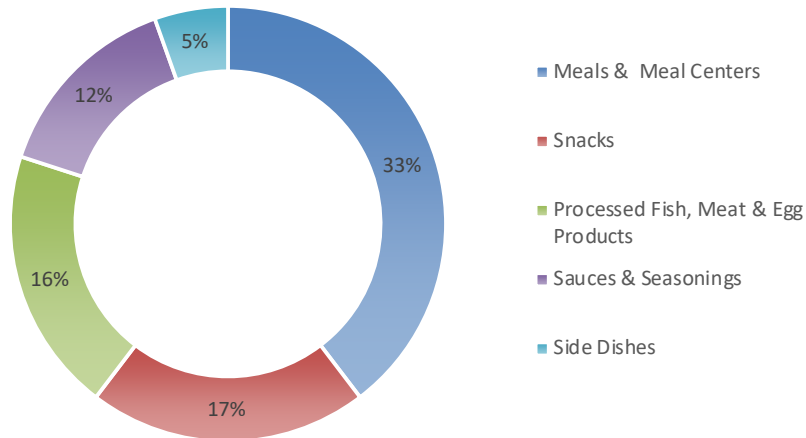
- **29%** of consumers polled said they'd possibly buy this product, underperforming against subcategory.



CHEESY SMOKED BACON DRESSING: This product is available from Twisted Ranch and is said to be inspired by mac 'n' cheese. It can be served as a cheese sauce, used as a salad dressing, or even as a main component in grilled cheese. USA

- **39%** of consumers polled said they'd possibly buy this product, outperforming against subcategory.

TOP 5 NORTH AMERICAN PRODUCT CATEGORIES



GONE ROGUE CHICKEN BACON HIGH PROTEIN CHIPS: These chips are made using a quality cut of cured chicken with a dried natural smoke flavor added and bacon style seasoning. USA

- **24%** of consumers polled said they'd possibly buy this product, underperforming against subcategory.

THE TAKEAWAYS

While main dishes, meat products and snacks remain the primary beneficiary of the complex flavor of bacon, new categories such as sugar confectionery and desserts are beginning to emerge and push the expected boundaries of the flavor with new product introductions increasing rapidly. Add to all of this, keto and increased interest in fat-based products means even greater consumer interest in bacon. Search plant-based bacon and an entire world of new products and recipes opens up -- a world that could mean opportunity for the right bacon-flavored product.



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
Food & Wine
Infegy
Smithsonian
Foodie with Family