



2020 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.

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Flavor Radar®

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TAKE A PEEK AT THE FLAVORS WE WILL BE KEEPING A CLOSER EYE ON IN 2020.

NOVEL

- Jackfruit
- Tiger Nut
- Wattle Seed
- Quandong

MAINSTREAM

- Elderflower
- Harissa
- Matcha Green Tea
- Rose
- White Peach
- Jasmine

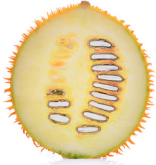


UP & COMING


- Marionberry
- Orange Blossom
- Baharat

EVERYDAY




- Lavender
- Hibiscus
- Key Lime
- Plum
- Rosé Wine
- Roasted Garlic









FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
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>	<p>Fine Dining: Sunda Sundae with Jackfruit at Sunda in Chicago, IL</p>	<p>Organic Jackfruit Burgers Hungary</p>	<p>Curry</p>
		<p>Casual Dining: Coconut-Jackfruit Ice Cream Sandwich at Pok Pok in Portland, OR</p>	<p>Plant Pioneers Shroomballs with Jackfruit & Mushrooms UK</p>	<p>Chili</p>
		<p>Fine Dining: Jackfruit Sorbet at Hugo's in Portland, ME</p>	<p>Ecoideas Organic Original Jackfruit Shreds Canada</p>	<p>Guava</p>
TIGER NUT 	<p>Tiger nuts are not actually nuts. They are the edible tuber of a plant called nutsedge, which is a weedy groundcover. Appreciated for their high fiber content, tiger nuts are about the size of chickpeas but with a very different texture. With a crisp outside and soft, chewy center, these sweet, earthy-flavored tubers are wonderful for more thoughtful munching.</p>	<p>Too novel for the menu.</p>	<p>Organic Gemini Chocolate TigerNut Smoothie Mix, Canada</p>	<p>Chocolate</p>
			<p>Tiger Nut Horchata Vegetable Dessert Spain</p>	<p>Blueberry</p>
			<p>Erbology Sea Buckthorn & Aronia Berries Tigernut Granola UK</p>	<p>Cinnamon</p>
WATTLE SEED 	<p>Traditionally ground and used to make flour, the wattle seed is a nutritious roasted grain that is high in protein. Wattle seeds have a slightly bitter coffee-like aroma and a taste that is a combination of nutty, coffee, and chocolate and can be used in both savory and sweet dishes.</p>	<p>Too novel for the menu.</p>	<p>Haigh's Native Quartet Box Chocolates with Wattle Seeds Australia</p>	<p>Chocolate</p>
			<p>Philadelphia Fig & Fennel with Wattleseed Cheesboard Pourover New Zealand</p>	<p>Cinnamon</p>
			<p>Outback Chef Outback Bush Curry Powder with Wattle Seeds and Mountain Pepper Australia</p>	<p>Cardamom</p>




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QUANDONG 	Native to Australia, quandong or 'wild peach' is a member of the Sandalwood family and is grown for its fruit and nuts. The nutritious, red, pulpy flesh of the fruit has a unique flavor that is both sweet and sour and is used in jams, pies and chutneys and the nuts are roasted.	Too novel for the menu.	The Australian Superfood Co. Cacao Coconut Crunch Paleo Granola with Quandong Australia	Coconut
			OutbackChef Quandong with Apple Fruit Paste Australia	Raspberry
			Haigh's Australian Selection Chocolate Assortment with Quandong Australia	Apple




UP & COMING

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
 MARIONBERRY	<p>A hybrid of two types of blackberries, the Chehalem and Ollalieberry, the marionberry was developed in Oregon. It is often described as the “king of blackberries,” they’re still exclusively grown in Oregon. They have a complex, rich and earthy flavor that is both sweet and tart.</p>	<p>Casual Dining: Deschutes Marionberry Lavender Sour Beer at Slater’s 50/50 in San Diego, CA</p>	<p>McConnell’s Fine Ice Creams Eureka Lemon & Marionberries Ice Cream USA</p>	<p>Cheddar Cheese</p>
		<p>Casual Dining: Incline The Scout Hopped Marionberry Cider at Westward in Seattle, WA</p>	<p>Tillamook Cheeseboard Sharp Berry Crunch with Marionberry Spread USA</p>	<p>Honey</p>
		<p>Casual Dining: Swift Cider Marionberry at Pizza Schmizza in Portland, OR</p>		<p>Blueberry</p>
 ORANGE BLOSSOM	<p>The blossom of the orange tree is one of the most fragrant flowers and the state flower of Florida. It is used in perfume and the petals can be made into delicately scented orange flower water. Orange blossom is used as an ingredient, most commonly in French and Middle Eastern cuisine.</p>	<p>Fine Dining: Orange Blossom Crème Brûlée at Medina Oven & Bar in Dallas, TX</p>	<p>Pure Leaf Ginger with Orange Blossom Herbal Tea Canada</p>	<p>Ginger</p>
		<p>Casual Dining: New-Groni Spritz with Orange Blossom Vodka at Mora Italian in Phoenix, AZ</p>	<p>Orange Blossom Navette Biscuits from The Alps France</p>	<p>Peach</p>
		<p>Casual Dining: Bourbon & Orange Blossom Honey at the Cheesecake Factory, Nationwide</p>	<p>Danone Peach and Orange Blossom Flavored Thick Thermostatic Yoghurt Russia</p>	<p>Lemon</p>
 BAHARAT	<p>A common spice blend in Middle Eastern cooking. The spices vary depending on the region, but it generally includes black pepper, coriander, paprika, cardamom, nutmeg, cumin, cloves and cinnamon. Baharat is often used to season meats, a dry rub or marinade and used to flavor soups, stews and rice dishes. Baharat is a blend of both sweet, savory and smoky flavors that adds complexity to any dish.</p>	<p>Casual Dining: Crispy Lemon Baharat Fried Chicken at Zaytinya in Washington, DC</p>	<p>LaSelva Baharat Tomato Sauce with Oriental Spices Germany</p>	<p>Beef</p>
		<p>Casual Dining: Greek Yogurt & Baharat Granola at Claudette in NYC</p>	<p>Quick Frozen Baharat Spiced Meatballs Turkey</p>	<p>Chicken</p>
		<p>Fine Dining: Butternut Squash Soup topped with Baharat Pistachios at Harvest in Louisville, KY</p>	<p>New York Shuk Baharat Premium Middle Eastern Spice Blend US</p>	<p>Potato</p>

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ELDERFLOWER 	<p>Elderflower is a small white flower from the Elder plant and is used for medicinal and flavor applications. It is rich in antioxidants. Elderflower can be dried or may be cooked down into a sweet, floral drink.</p>	<p>Fine Dining: Warm Salad with Grilled Peaches and Elderflower Honey at Westend Bistro in Washington, DC</p>	<p>Actimel Blood Orange, Mandarin & Elderflower Yogurt Drink Austria</p>	<p>Apple</p>
		<p>Fine Dining: Meringa with Apricots, Plums and Elderflower Sorbet at Marea in NYC</p>	<p>Hansen's Elderflower Sorbet Denmark</p>	<p>Lemon</p>
		<p>Casual Dining: Salty Perro Margarita with St. Germain Elderflower Liqueur at Blazing Onion in Mill Creek, WA</p>	<p>Two Chicks Vodka Fizz Sparkling Vodka, Pear & Elderflower Cocktail US</p>	<p>Lime</p>
HARISSA 	<p>A garlicky chili paste from North Africa that blends hot chili peppers (which are often smoked), garlic, olive oil and spices, like cumin, coriander, caraway and mint. Tomatoes and rose petals are also common ingredients. It packs quite a punch and gives depth to cooked meats and vegetables.</p>	<p>Casual Dining: Breakfast Empanadas with Harissa Sour Cream at San Chez in Grand Rapids, MI</p>	<p>Woolworths Food Good To Go Chicken & Grain Salad with Harissa Dressing South Africa</p>	<p>Chicken</p>
		<p>Casual Dining: Chocolate Pot de Creme with Harissa Whipped Cream at Claudette in NYC</p>	<p>Nature's Nectar Harissa Spiced Mango Juice Cocktail USA</p>	<p>Hummus (chickpeas)</p>
		<p>Fine Dining: Classic Eggs Benedict with Harissa Hollandaise Sauce at Anzu in San Francisco, CA</p>	<p>Olly's Olives Harissa & Rosemary Halkidiki Olives with Sun-Dried Tomatoes UK</p>	<p>Chili Pepper</p>
MATCHA GREEN TEA 	<p>Matcha is finely ground powder of specially grown and processed green tea leaves. The traditional Japanese tea ceremony centers on the preparation, serving, and drinking of matcha as hot tea and embodies a meditative spiritual style. In modern times, matcha also has come to be used to flavor and dye foods such as mochi and soba noodles.</p>	<p>Fine Dining: Tropical Parfait with Matcha Soaked Cake at Oceana in NYC</p>	<p>Wonder:Lab Matcha and Brown Rice Nutritious Meal Replacement Milkshake China</p>	<p>Chocolate</p>
		<p>Casual Dining: Tiger Shrimp Tempura with Matcha Salt at Dragonfly in Orlando, FL</p>	<p>Lody Syrenka Matcha Cashew Ice Cream Poland</p>	<p>Almond</p>
		<p>Quick Service: Pumpkin Pie Matcha at David's Tea, Nationwide</p>	<p>Wedderspoon Unfiltered Apple Cider Vinegar Drink with Matcha Green Tea US</p>	<p>Red Bean</p>

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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 and Rose Caramel at The Bazaar in Beverly Hills, CA</p>	<p>Intelligence Rose, Strawberry and Nut Oatmeal China</p>	<p>Lychee</p>
		<p>Casual Dining: Cheesecake with a Strawberry Rose Consomme at Hot Chocolate in Chicago, IL</p>	<p>KeVita Watermelon Rose Sparkling Probiotic Drink US</p>	<p>Lemonade</p>
		<p>Casual Dining: Sea Scallops with Sesame-Rose Spice at Zaytinya in Washington, DC</p>	<p>Munchy's Lexus Sandwich Cracker with Rose Lychee Cream Malaysia</p>	<p>Raspberry</p>
WHITE PEACH 	<p>Unlike their yellow-fleshed cousins, white peaches boast a creamy pinkish-white flesh that is sweeter to taste. White-fleshed peaches are lower in acid and taste sweet whether firm or soft. They are low in acid, allowing for their natural sweetness to be more pronounced. Their skin is fuzzy and creamy white in color with blushes of red and pink. White peaches can be substituted for Yellow peaches in fresh recipes.</p>	<p>Fast Casual Dining: White Peach Lemonade at Bean Sprouts in Sausalito, CA</p>	<p>UHA Mikakuto Cororo Premium White Peach & Papaya Gummy Japan</p>	<p>Raspberry</p>
		<p>Fine Dining: Stuffed Peppers with a White Peach-Raspberry Coulis at Meridian Restaurant & Bar in Indianapolis, IN</p>	<p>Nana Joes Cluster Blend Cashew & White Peach Gluten Free Granola US</p>	<p>Ginger</p>
		<p>Fine Dining: Fresh White Peach Sorbet at Bin 71 in NYC</p>	<p>Mengniu Milk Beverage with White Peach and Raspberry Bits China</p>	<p>Plum</p>
JASMINE 	<p>Famous for its strong fragrance, jasmine is available in more than 200 species, but only the species <i>Jasminum sambac</i> is edible. In many countries, jasmine tea is popular, and the flower buds are steeped in white or green tea to create a highly scented and flavorful tea.</p>	<p>Fine Dining: Blood Orange Margarita with Jasmine Liqueur at The Prado at Balboa Park in San Diego, CA</p>	<p>Simplu Senses Dragonfruit Granola with Strawberry and Jasmine Portugal</p>	<p>Lychee</p>
		<p>Fine Dining: Raspberry Jasmine Sorbet at the Mansion on Turtle Creek in Dallas, TX</p>	<p>Häagen-Dazs Jasmine Raspberry & Pomegranate Ice Cream France</p>	<p>Plum</p>
		<p>Quick Service: Jasmine Mint Milk Tea at Lollicup Coffee & Tea Nationwide</p>	<p>Prohibition Kombucha White Elephant Lychee & Jasmine Kombucha US</p>	<p>Mango</p>

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LAVENDER 	<p>A flowering plant in the mint family, lavender lends a floral and slightly sweet flavor to dishes. It is used in salads and dressings, baked goods and desserts, and is also used to make lavender sugar. Lavender flowers can be blended with teas and also yield abundant nectar from which bees make a high quality honey. The flowers can be candied and used as cake decorations.</p>	<p>Casual Dining: Lavender Earl Grey Cheesecake at Tilth in Seattle, WA</p>	<p>Planton Black Blackcurrant & Lavender Flavored Coconut Vegan Yogurt Poland</p>	<p>Blueberry</p>
		<p>Casual Dining: Lavender Cosmopolitan at Kincaid's in St. Paul, MN</p>	<p>Haitai Calbee Honey Butter Potato Chips with Lavender and Blueberry South Korea</p>	<p>Chamomile</p>
		<p>Fine Dining: Pan Seared Foie Gras with Blueberry Lavender Gastrique at The Chef's Table at the Edgewater in Winter Garden, FL</p>	<p>Sound Grapefruit + Lavender Ginger Tea-Infused Sparkling Water US</p>	<p>Honey</p>
HIBISCUS 	<p>A tropical plant or bush with large brightly colored flowers. When the dried petals are steeped in hot (or cold) water, they release a tart, almost-cranberry like flavor and a deep red-violet color that looks more like cabernet than chamomile.</p>	<p>Fine Dining: Chocolate Cremeux with a Hibiscus & Plum Sorbet at Chef Mavro in Honolulu, HI</p>	<p>GoPure Organic Classic Potato Chips with Hibiscus and Sea Salt Belgium</p>	<p>Peach</p>
		<p>Fine Dining: Hibiscus Jalapeno Margarita at St. Elmo's Steak House in Indianapolis, IN</p>	<p>Lühders Vegan Candied Ginger, Lemon & Lime and Apple & Hibiscus Fruit Snack Germany</p>	<p>Raspberry</p>
		<p>Quick Service: Hibiscus Pear Tart at Yogurtland in Irvine, CA</p>	<p>Schlafly Hibiscus & Lemongrass Blonde Ale US</p>	<p>Pomegranate</p>
KEY LIME 	<p>Most well-known for use in the Key Lime Pie, key limes are smaller and rounder than the traditional lime and grown in subtropical North America. The Key Lime has a bolder, slightly floral aroma and is known for it's sharp and incredibly sour taste.</p>	<p>Casual Dining: Mango Key Lime Cheesecake at Taste of Thai in Appleton, WI</p>	<p>Mc Laus Munch Time Key Lime Flavored Filled Wafer Rolls Venezuela</p>	<p>Coconut</p>
		<p>Fine Dining: East & West Coast Oysters at Cut 432 in Delray Beach, FL</p>	<p>Paul Hollywood Amaretti and Key Lime Ice Cream UK</p>	<p>Mango</p>
		<p>Casual Dining: Key Lime Pie Martini at Bennigan's Nationwide</p>	<p>Daiya Duets Key Lime Crumble Flavored Coconut Yogurt Alternative & Toppings US</p>	<p>Chili Pepper</p>

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PLUM 	<p>Plums grow in clusters and have a smooth, deeply colored skin and a center pit. Their color can be yellow, green, red, purple, or deep blue. Plums can be divided into two general categories: Japanese and European. Japanese plums are larger and have a juicier, softer flesh. European plums can be eaten fresh but are typically used for drying and cooking.</p>	<p>Fine Dining: Plum & Cucumber Gazpacho at Zola Restaurant in Palo Alto, CA</p>	<p>Ja! Natürlich. Winterzeit Organic Plum-Chai Yogurt Austria</p>	<p>Cinnamon</p>
		<p>Fine Dining: Buttermilk Panna Cotta with Mango Tea Infused Plums at Farallon in San Francisco, CA</p>	<p>Sips Pink Grapefruit with Native Australian Davidson Plum Sparkling Water Australia</p>	<p>Apple</p>
		<p>Family Dining: Plum Thyme Mimosa at South Pine Cafe in Nevada City, CA</p>	<p>Aldi Specially Selected Goat Cheese & Plum Sauce Bistro Style Flatbread US</p>	<p>Honey</p>
ROSÉ WINE 	<p>Made from red grapes like red wine, but the skins and stems are removed within 2-3 days. This brief contact with the skins and stems, gives the wine its light pink color. In general, rosés are very light-bodied and slightly sweet.</p>	<p>Fine Dining: Frosé Housemade Sorbet at NoMi Kitchen in Chicago, IL</p>	<p>Day Drinking by Little Big Town Watermelon Rosé Wine Spritzer US</p>	<p>Strawberry</p>
		<p>Fine Dining: Cleopatra's Muse (Absolut elyx vodka, lillet rose, blueberry syrup, lemon, rosé wine foam) at Michael Mina in San Francisco, CA</p>	<p>Enzo's at Home Penne Della Casa with Chicken and Avocado with a Rosé Sauce Australia</p>	<p>Peach</p>
		<p>Casual Dining: Blood Orange Shrub & Thyme Sparkling Cocktail at Mon Ami Gabi Nationwide</p>	<p>Sugarfina Baby Rosé Gummy Bears US</p>	<p>Tangerine</p>
ROASTED GARLIC 	<p>Roasted garlic, is garlic that has been roasted in the oven until the cloves are golden, completely soft and begin to protrude from the skin slightly. The long, slow cooking mellows the garlic's bite and leaves a rich, deep flavor and silky texture.</p>	<p>Fine Dining: Tamale Tart with Roasted Garlic Custard at Stephan Pyles Flora Street Cafe in Dallas, TX</p>	<p>Red Rock Deli Chilli, Roast Garlic & Lemon Oil Deluxe Crisps Australia</p>	<p>Tomato</p>
		<p>Fine Dining: Wild Mushroom Risotto Fritters with a Roasted Garlic Ranch at The North Fork Table & Inn in Southold, NY</p>	<p>Chungjungone Cuisine Enjoy Curry Queen Roasted Garlic Curry Tteokbokki Meal Kit South Korea</p>	<p>Onion</p>
		<p>Casual Dining: Creamy Roasted Garlic Mashed Potatoes at Heaven on Seven in Chicago, IL</p>	<p>Giovanni Rana Skillet Gnocchi Kit with Roasted Garlic, Herb Butter and Asiago Cheese US</p>	<p>Rosemary</p>

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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/chat.



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