

FONA'S 2021 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 and social media data. Need more? Stay tuned to our Flavor Insight reports each month and Flavor University webinars! Count on in-depth and action-focused details on the tastes making big moves. Take a peek at the flavors we will be keeping a closer eye on in 2021.

NOVEL

- Barley Grass
- Coconut Blossom
- Osmanthus Flower

UP & COMING




- Chamoy
- Dandelion
- Ube/Purple Yam

MAINSTREAM




- Elderberry
- Tulsi/Holy Basil
- Huckleberry
- White Tea
- Yerba Mate




EVERYDAY



- Chili Pepper
- Maple
- Mesquite
- Za'atar




FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS	
BARLEY GRASS 	<p>Also known as barley leaves and barley greens, barley grass is the leaf of the barley plant. Although fresh barley grass can be tricky to find, it's available in other forms, including powders, juices, tablets, and gummies. It is often combined with other ingredients in green blends, including kale, spirulina, and wheatgrass. Barley grass has a green or earthy taste and is similar to fresh spinach.</p>	Too novel for the menu.	Barley Grass Flavored Cereal Energy Bars China	Green Tea	
			Passionfruit Flavored Barley Grass Milk China	Banana	
			Modern Times Green Juice Latte with Mango & Kiwi and Barley Grass Japan	Cabbage	
COCONUT BLOSSOM 	<p>The flowers of the coconut tree and are rich in vitamins and minerals. The blossoms regrow monthly and a nectar and sugar are produced from the sap of the flower. It does not taste at all like you would expect (coconut) but has a fruity and caramellic flavor.</p>	Too novel for the menu.	Caramel and Coconut Blossom Syrup Portugal	Cranberry	
			Alara Organic Swiss Style Muesli with Coconut Blossom Nectar UK	Hazelnut	
			Carob Bar with Coconut Blossom Sugar Germany	Chocolate	
OSMANTHUS FLOWER 	<p>The tiny white (sometimes yellow) flowers provide an aroma similar to that of an apricot and ripe peaches. Unlike many other flower petals that are bitter to the taste, osmanthus petals have a unique flavor which is only slightly bitter and very mildly sweet; making it ideal for cooking, making teas and wines. It is often used in savory dishes and sweet dim sum; adding sweetness with dimensions of freshness.</p>	Casual Dining: Green Oolong Tea with Osmanthus Flowers at Cucharamama in Hoboken, NJ	Pepsi Osmanthus Flavored Carbonated Soft Drink China	Plum	
			Fine Dining: Orange Osmanthus Flower Tea at Pre Se in New York, NY	Jeni's Osmanthus & Blackberry Crackle Ice Cream USA	Jasmine
				Wrigley's Doublemint Osmanthus and White Tea Flavor Sugar-Free Mint Candies China	Rose


UP & COMING

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
CHAMOY 	<p>Chamoy is a Mexican fruit salsa usually made with apricot, mango or plum plus chiles, salt and citrus juice or vinegar. Chamoy is a wild combination of salty, spice, sour and sweet and used in a variety of savory and sweet dishes alike.</p>	<p>Casual Dining: Black Kale Salad with Chamoy Walnuts and a Mango Lime Vinaigrette at Las Campanas in Riverside, CA</p>	<p>Holiblend Hibiscus Chamoy Sauce Mexico</p>	<p>Mango</p>
		<p>Casual Dining: Chamango Rita frozen swirled mango rita with chamoy sauce, served in a chili rimmed glass with a chamoy candy stick at Rockin' Baja in San Diego, CA</p>	<p>H-E-B Select Ingredients Creamy Creations Mango Chamoy Sherbet USA</p>	<p>Tamarind</p>
			<p>Victoria Vicky Chamoy and Tamarind Vienna Style Beer Mexico</p>	<p>Pineapple</p>
DANDELION 	<p>The dandelion is one of the most common and recognizable varieties of edible weeds and is very versatile. The leaves have a slightly bitter and tangy flavor that can be used similarly to spinach. The flowers are also edible and can be used to infuse honey, make vinegars, syrups, ice cream and jellies.</p>	<p>Fine Dining: Dandelion Ginger Rishi Sparkling Tea at Fruition Restaurant in Denver, CO</p>	<p>Ben Shaws Carbonated Dandelion & Burdock Flavored Soft Drink Nigeria</p>	<p>Burdock</p>
		<p>Casual Dining: Yukon Gold Potatoes with Dandelion Green Pesto at Serious Pie in Seattle, WA</p>	<p>Le Jardin de Kokocinelle Dandelion Flower Jam France</p>	<p>Lemon</p>
		<p>Casual Dining: Dixie Medley with bourbon, dandelion honey, citrus, apricot and grapefruit bitters at Five & Ten in Athens, GA</p>	<p>DAVIDsTEA Cranberry Dandelion Detox Loose Leaf Infusion Tea Canada</p>	<p>Cinnamon</p>
UBE/PURPLE YAM 	<p>Ube is a purple yam, not to be confused with purple potatoes. Popular in many Filipino desserts, ube (pronounced ooh-bay), has a slightly sweet, almost nutty taste that works perfectly in cakes, cupcakes, ice cream, and so much more. Ube halaya is a sweetened jam made from ube that can be eaten plain or as a spread.</p>	<p>Quick Service: Halo-Halo described as a sweet shaved ice dessert topped with a mixture of sweetened preserved fruits and beans, ube jam, tapioca pearl, caramel flan and ube ice cream at Chowking in City of Industry, CA</p>	<p>Wei Chuan Ranch Limited Series Wan Dan Purple Yam and Purple Sweet Potato Fresh Milk China</p>	<p>Banana</p>
		<p>Fine Dining: Ube Bites with sweet cream, cheddar cheese and ube butter at Sunda in Chicago, IL</p>	<p>Oh So Healthy! Guava + Purple Yam + Banana Crisps Singapore</p>	<p>Coconut</p>
		<p>Fast Casual: Sagada Smoothie with ube and coconut milkshake at Jeepney Filipino Gastropub in New York, NY</p>	<p>Magnolia Premium Ube Macapuno Sweet Purple Yam with Coconut Tropical Ice Cream USA</p>	<p>Guava</p>

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ELDERBERRY 	<p>The purple-black, tart fruit of the elder tree. Elderberries can be eaten raw but are better cooked for jams, pies, and homemade wine. Elderberry is known for boosting the immune system and widely used in vitamins and dietary supplements.</p>	<p>Fine Dining: Cascade Brewing Company Elderberry Sour at Fearington House Restaurant in Fearington Village, NC</p>	<p>Herbapol Lublin Wild Rose and Black Elderberry Organic Tea Poland</p>	<p>Blueberry</p>
		<p>Fine Dining: Oysters on the Half Shell with Elderberry-Yuzu Mignonette at Michael Mina in San Francisco, CA</p>	<p>Lobetaler Bio Organic Elderberry Vanilla Yogurt Germany</p>	<p>Apple</p>
		<p>Quick Service: Organic Blueberry Jam Tea with a blend of black tea, elderberries and cornflowers at David's Tea nationwide</p>	<p>Jamieson Natural Sources Elderberry Lime Flavored Liquid Collagen Canada</p>	<p>Lemon</p>
TULSI/HOLY BASIL 	<p>Tulsi also known as holy basil, and is considered an adaptogenic herb used to help adapt the body to stress and boost energy. It is also closely related to culinary basil and is native to India and Southeast Asia. Tulsi is known for its strong aroma and an astringent, sometimes bitter flavor. It can have floral and pepper notes as well.</p>	<p>Quick Service: Tulsi Tranquility Tea with calming ingredients including rosehips, rose petals, strawberries and tulsi, aka holy basil at David's Tea nationwide</p>	<p>Clipper Karma Mama Hemp Chamomile & Tulsi Organic Infusion Netherlands</p>	<p>Ginger</p>
		<p>Fine Dining: Holy Basil Panna Cotta with Santa Rosa plums and pistachio sponge at La Toque in Napa, CA</p>	<p>Real Milk Power Turmeric & Holy Basil Golden Milk India</p>	<p>Mint</p>
		<p>Fast Casual: Holy Basil Thai Chicken at Saigon Sisters in Chicago, IL</p>	<p>Lee's Tea Mint Chill Organic Tulsi Tea Blend Canada</p>	<p>Turmeric</p>
HUCKLEBERRY 	<p>A wild, blue-black berry that closely resembles (and is often mistaken for) the blueberry. The huckleberry, however, has 10 small, hard seeds in the center, whereas the blueberry has many seeds, so tiny and soft that they are barely noticeable. The huckleberry has thicker skin and is slightly less sweet and more astringent. They're in season from June through August and are good eaten fresh or in baked goods and used in cocktails.</p>	<p>Fine Dining: Brown Butter Huckleberry and Pear Tart with Huckleberry Buttermilk Ice Cream at Boulevard in San Francisco, CA</p>	<p>Waveline Hard Seltzer + Electrolytes Huckleberry + Lime USA</p>	<p>Blackberry</p>
		<p>Casual Dining: Huckleberry Margarita at Ted's Montana Grill in Atlanta, GA</p>	<p>Tillamook Mountain Huckleberry Lowfat Yogurt USA</p>	<p>Coconut</p>
		<p>Fine Dining: Chocolate Tortino with wild huckleberry vanilla sauce at Café Juanita in Kirkland, WA</p>	<p>Shaver Farms Wildbeary All Natural Huckleberry Jam USA</p>	<p>Orange</p>

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
WHITE TEA 	<p>White tea is known to be one of the most delicate tea varieties because it is so minimally processed. White tea is harvested before the tea plant's leaves open fully, when the young buds are still covered by fine white hairs, hence the name "white" tea. The flavor ranges from mild, herbal and even floral.</p>	<p>Quick Service: Peach Mango White Tea Sorbet at Yogurtland in Irvine, CA</p>	<p>Vital Proteins Peach White Tea Collagen Water USA</p>	<p>Mint</p>
		<p>Quick Service: White Milk Tea and Mango at Argo Tea nationwide</p>	<p>Lay's Crème Brûlée Milk Tea (white tea) Flavored Potato Chips China</p>	<p>Peach</p>
		<p>Fine Dining: Akira Cocktail with White Tea Vodka, yuzu, honey, citrus & kombucha at Maven in San Francisco, CA</p>	<p>Danone Coconut and White Tea Flavored Jelly Dessert Mexico</p>	<p>Floral</p>
YERBA MATE 	<p>Yerba mate is an herb native to South America and one of only a handful of plants in the world that produce caffeine. While prepared as an infusion to create a tea-like beverage, yerba mate contains no actual tea leaves. The flavor is often described as an acquired taste due to its astringency, but it is paired with fruits and sweeteners are used to make it more palatable.</p>	<p>Fine Dining: Mate Mule—yerba mate infused vodka with lime and guarana soda at Cinder House in St. Louis, MO</p>	<p>Craft Bar Wild Apple + Mate Energy Bar Switzerland</p>	<p>Ginger</p>
		<p>Quick Service: Electric Lemonade with a tart and fruit combination of yerba mate, lemon, currants and berries at David's Tea nationwide</p>	<p>Organic Brew Dr. Kombucha Uplift with Yerba Mate & Guayusa Kombucha USA</p>	<p>Peach</p>
		<p>Quick Service: Materva Yerba Mate Soda at Cafecito in Chicago, IL</p>	<p>Start Your Day Organic Herbal Infusion with Mate, refreshing spearmint and zesty lemon peel Finland</p>	<p>Apple</p>

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
CHILI PEPPER 	<p>There are more than 200 different varieties of chiles, over 100 of them originate from Mexico. They vary in length and size and their heat quotient varies from mildly warm to mouth-blistering hot—with the general rule, the larger the chile the milder it is. Chiles can be consumed fresh or dried and used in various dishes.</p>	<p>Fine Dining: Shrimp & Melon with Chile Lime Vinaigrette at Osteria Mozza in Los Angeles, CA</p>	<p>Arnott's Tim Tam Dark Chocolate Chili Flavored Biscuits Australia</p>	<p>Lime</p>
		<p>Casual Dining: Garlic Chili Green Beans at Mikimotos Asian Grill and Sushi Bar in Wilmington, DE</p>	<p>La Terra Fina Chile con Queso Dip USA</p>	<p>Garlic</p>
		<p>Quick Service: Chocolate Chili Cupcake with a hint of chili powder, topped with vegan chocolate and a chili buttercream at Yummy Cupcakes in Encinatas, CA</p>	<p>Snak Club Tajin Chili & Lime Peach Rings USA</p>	<p>Cheese</p>
MAPLE 	<p>Maple refers to the flavor of maple syrup, a reduction of sap taken from the maple tree. Maple sugar, which is about twice as sweet as white sugar, can be created when maple syrup is boiled until all of the water has evaporated. Since pure-grade maple syrup can be expensive, many maple flavored products blend corn syrup with maple syrup or add maple flavoring.</p>	<p>Casual Dining: Cinnamon Maple Matcha Green Tea at Beatrix in Chicago, IL</p>	<p>Combia Maple Cold Brewed Coffee with Maple Syrup Canada</p>	<p>Pecan</p>
		<p>Casual Dining: Applewood Smoked Bacon Wrapped Dates with a Maple-Balsamic Glaze at Biaggi's in Bloomington, IL</p>	<p>Open Nature Maple Almond Butter Granola USA</p>	<p>Brown Sugar</p>
		<p>Fine Dining: Saugatuck Bourbon Barrel Aged Imperial Blueberry Maple Stout at Evan's Street Station in Tecumseh, MI</p>	<p>Raw Pressery Basics Aloe Vera Lemonade with Maple Syrup, Ginger and Rock Salt Australia</p>	<p>Bacon</p>
MESQUITE 	<p>Beyond the traditional use for smoking, the pods and beans of the mesquite tree are very aromatic and smell similar to cream, coconut and chocolate. The beans were once vital to indigenous people in Mexico and the southwest. The dried beans are often ground into a flour and used to make bread. Today we are seeing mesquite powders be used as natural sweeteners.</p>	<p>Fine Dining: Beer Battered Shrimp Po'Boy on a Griddled brioche, lettuce, tomato, old bay fries, and mesquite tartar sauce at The Mermaid Inn in New York NY</p>	<p>Juice Revolution Rise & Align Juice with Mesquite Powder South Africa</p>	<p>BBQ</p>
		<p>Fast Casual: Honey Mesquite Smoked Turkey Breast & Guacamole Salad at Texadelphia in Frisco, TX</p>	<p>Essential Living Foods Organic Superfood Smoothie Mix with Sweet Mesquite USA</p>	<p>Smoke</p>
		<p>Fine Dining: Caramelized Brussel Sprouts with bacon and mesquite butter at LON's at The Hermosa Inn in Paradise Valley, AZ</p>	<p>Marchés TAU Mesquite Smoked Almonds Canada</p>	<p>Sea Salt</p>

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
<p>ZA'ATAR</p> 	<p>A spice blend originating in the Middle East, za'atar is most commonly made up of thyme, oregano, sumac, marjoram, and toasted sesame seeds. This earthy, nutty blend is enjoyed in a variety of ways, and is especially delicious with bread or pita and olive oil.</p>	<p>Fine Dining: Za'atar Fettuccine with smoked eggplant, chive granola, almond and lemon at Balaboosta in New York, NY</p> <p>Casual Dining: Za'atar Roasted Asparagus served with preserved lemon and smoked Lebneh at Zaytinya in Washington, DC</p> <p>Quick Service Restaurant: Baked Falafel "Burger" includes their signature falafel recipe baked as a patty. Sandwiched in a za'atar "bun" at Maoz in New York, NY</p>	<p>Uniquely J Organic Za'atar Seasoning USA</p> <p>Tilda Summery Rice Salad with a pinch of Za'atar seasoning UK</p> <p>Kurrajong Kitchen Crunch Za'atar Crackers Australia</p>	<p>Chicken</p> <p>Olive Oil</p> <p>Lime</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.



Flavor Radar®