

# YUZU

## TRENDING FRUIT FLAVOR SPOTLIGHT

### EVERYDAY FLAVOR

Yuzu is appearing in the up & coming portion of our Flavor Radar



### PAIRS WELL WITH:

- Honey
- Orange
- Ginger

### 300% GROWTH

in yuzu flavored sugar and gum confectionary products from 2019-2020 globally

### TOP PRODUCT CATEGORIES

Chocolate confectionery, alcoholic beverages, and sauces & seasonings

### UNIQUE, INDULGENT TREAT, AND TASTY

consumer descriptions of yuzu

## Flavor Radar®



FONA's Flavor Radar is a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple. Using a mix of current data points from industry-renowned databases and an in-depth analysis on how a flavor trend is affecting the food industry, FONA is able to make flavor recommendations for 2021 & beyond.

## NEED DETAILS ON OTHER TRENDING FRUIT FLAVORS?

Contact your Account Executive or visit [www.fona.com/chat](http://www.fona.com/chat)

Even more trend reports and insights can be found at [www.fona.com/insights](http://www.fona.com/insights)