

# CARDAMOM

## 2022 • FLAVOR INSIGHT REPORT



### OVERVIEW

A member of the ginger family, this aromatic spice is native to India and grows in many other tropical areas. Cardamom seeds are encapsulated in small pods the size of a cranberry. Cardamom has a strong, pungent aroma and a flavor that is warm, sweet, and spicy with notes of lemon, smoke and mint. Spotted in new products from sauces & seasonings, hot beverages, and even chocolate confectionary—we are seeing 11% growth in global new cardamom flavored products from 2017-2021. Let us take a closer look and see where cardamom is appearing on the menu, in new products, and on social media.



**Cardamom is showing  
40% growth in global  
new products since 2015.**

# CARDAMOM

## Social Listening Summary

We conducted a social listening analysis within twitter on for cardamom for the last 30 days. An overview is provided below.



Mentions in the  
Past 30 days



59%  
Female

Key Consumer Voice

## POPULAR POSTS



In a tweet from @jahnestawailer, he asks "who wants a piece of peach galette, vanilla ice cream with a little sprinkle of cardamom?" He received replies like, "me, please" and "I do."



In a tweet from @ivancedric\_a\_, he posts his atypical fourth of July meal. "Not your typical 4th of July meal but for dinner I made chicken tikka masala, garlic naan, and mango cardamom lassi."

# 588

CARDAMOM  
RECIPES ON  
FOODNETWORK.COM

On Foodnetwork.com 588 total recipes appear when searching for Cardamom. The recipes range from desserts like Apple Crumble with Cardamom-Vanilla Caramel Sauce to main dishes like Orange-Cardamom Roast Chicken to beverages like Mango-Cardamom Buttermilk Smoothie.

## Chicken Soup with Global Flair

In the March 2022 issue of Eating Well, they share a variety of different types of chicken soup recipes from around the world. Recipes include Gondi which is an Iranian Jewish Chicken Meatball Soup and a Spicy Coconut Chicken Soup which is the Sri Lankan take on chicken soup—and both recipes feature Cardamom. The recipe for Gondi is from television star, Naz Deravian who created a Persian good blog. "I was hungry for the dishes that comforted me—the scents, sounds and spices that defined me and my culture," she says. She loves the classic soup for its "cardamom-perfumed meatballs and fragrant, turmeric-based broth." She says, "The spices give it a depth and unique warmth."



# CARDAMOM

## ON THE MENU 2021

357

CARDAMOM MENTIONS  
ON THE MENU IN 2021

Source: Datassential

- **10%** growth in cardamom flavored menu items from 2017-2021
- **Casual Dining** is the top restaurant segment with **50%** of cardamom flavored menu items appearing there.
- **Beverage** accounts for **50%** of all cardamom flavored menu items.



### MENU MENTIONS:

- **Vanilla Cardamom Latte** featuring hand-pulled espresso and steamed milk with **cardamom** spice and a hint of vanilla at Peet's Coffee and Tea available nationwide.
- Autumn Squash Soup featuring hints of cinnamon, **cardamom**, rosemary, and maple then garnished with sour cream swirl and roasted pecans at McAlister's Deli available nationwide.
- Vanilla Spice Pancakes featuring vanilla mousse spiced with cinnamon, clove, ginger and **cardamom** at IHOP available nationwide.

### Consumer Awareness of Cardamom

Consumers are most likely familiar with the flavor and taste of cardamom and less familiar with the name itself. However, it is frequently found on beverage menus, used to flavor teas and cocktails. According to Datassential's Flavor Tool, Cardamom is in the 24th percentile, meaning that consumers love cardamom more than 24% of all other items.

- 42% know it
- 26% have tried it
- 13% love or like it



# CARDAMOM

Global New Product Introductions: 2017-2021

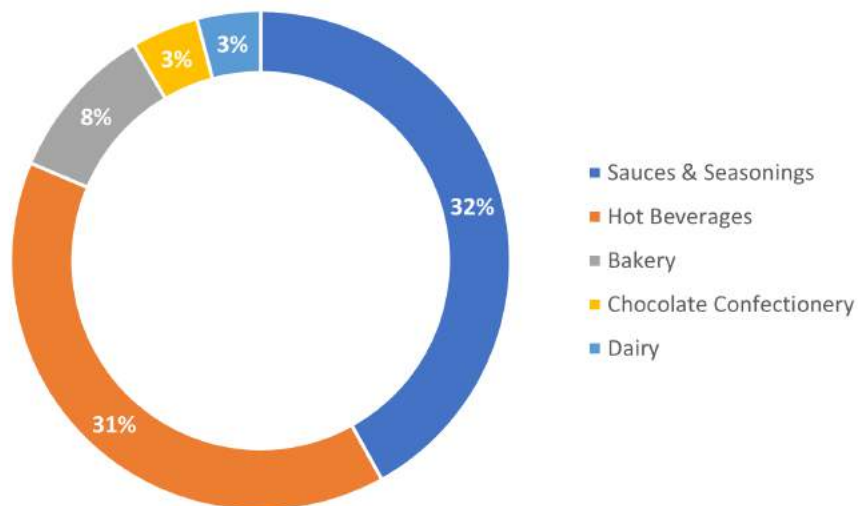
1,131

CARDAMOM FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

## GLOBAL FAST FACTS:

- **Europe** is the top global region for cardamom flavored new product introductions.
- **Sauces & Seasonings** is the top product category globally for Cardamom flavored new products.
- **Cinnamon** is the top flavor paired with cardamom.

## TOP CARDAMOM FLAVORED PRODUCT CATEGORIES



**KIRVA ORGANICS SAFFRON-CARDAMOM NATURAL ROSE PETAL JAM:** This product is a sweet Indian delicacy and is listed as an Ayurvedic medicine. It is suggested that this product be used in a variety of dishes, from milkshakes, ice cream and other desserts. | India



**LOFT HOUSE CLEMENTINE & CARDAMOM COPPER POT DISTILLED GIN:** This product is described as refreshing clementine and lemongrass with delicate spice notes of cardamom, cinnamon and cubeb pepper. | Netherlands



**ABOUT GHEE DIGESTIVE GHEE:** This butter with ginger, cardamom and vanilla comprises natural ingredients, is free from additives and preservatives and does not require refrigeration. It contains vitamins A, D, E and K, is claimed to enhance the flavor of dishes and features a liquid, sandy, smooth and solid texture. | Colombia

# CARDAMOM

North America New Product Introductions: 2017-2021

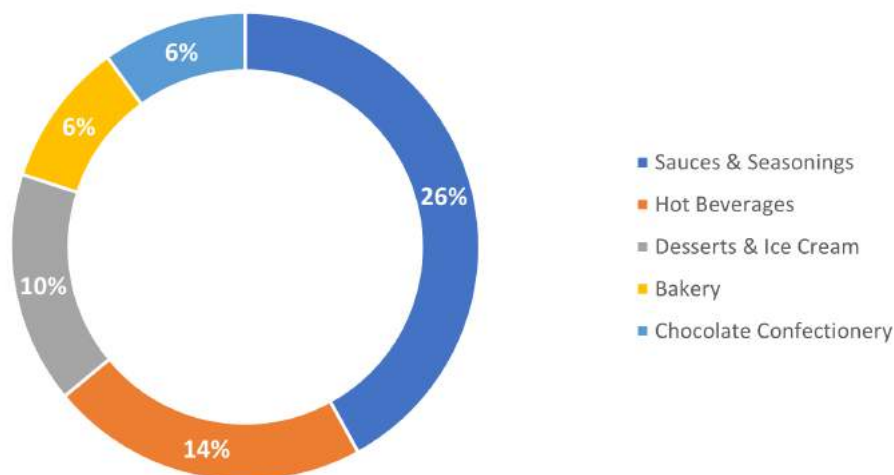
81

CARDAMOM FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

## FAST FACTS:

- **Sauces & Seasonings** is the top product category for cardamom flavored new products in North America.
- **Cinnamon** is the top flavor paired with cardamom followed by ginger.
- North America accounts for **7%** of all cardamom flavored new product introductions.

## TOP CARDAMOM FLAVORED PRODUCT CATEGORIES



**GUTSY CARDAMOM & RHODIOLA KOMBUCHA:** This product is raw and organic, powered by plants and is free from preservatives, artificial flavours and additives. Described as a natural energy drink that delivers a quick boost without the crash and the cardamom has delightful hints of citrusy, minty, and spicy flavors. | Canada



**PLAIN SPOKE BEES KNEES COCKTAIL:** This product is described as light and refreshing with a pleasantly herbaceous finish, and comprises Death's Door gin, Wisconsin honey, natural cardamom flavor, 100% lemon juice and cane sugar. | US



**MIRZAM 62% DARK CHOCOLATE WITH COFFEE & CARDAMOM:** This product is made from arabica coffee beans roasted in Dubai with freshly ground cardamom infused in 62% single origin dark chocolate from Ghana. | US



 Flavor  
Forecast  
22nd Edition



# FOOD STORIES

As a new foundational pillar of the Flavor Forecast, Food Stories recognizes both a flavor and the story behind it.

Pioneering new flavors requires experimentation, skill, confidence, and resilience. Through Food Stories, we celebrate those that chart new territories and explore flavors that surprise, delight, and transport us to shared experiences.

These are chefs and innovators who lead with their whole selves and develop flavors that take us on a full sensorial journey. Their authenticity, passion, and personal stories are what transform satiation to pleasure.

## CARDAMOM=FOOD STORIES

Cardamom fits perfectly into the 22nd edition of McCormick's Flavor Forecast. As a signature flavor in both Indian and Middle Eastern cuisine for its use in garam masala, Turkish coffee, and Masala chai—cardamom plays a supporting role in so many cuisines. It's unique flavor profile pairs well with traditional warming spices such as cinnamon and clove as well as a perfect top note to fruits such as apple and pear.

# THE TAKEAWAYS

*Cardamom is showing growth around the globe with the majority of new products appearing in Europe. Cardamom is also showing growth on restaurant menus, with casual dining as the key restaurant segment and beverages accounting for 50% of all cardamom flavored menu items. With its strong aroma and a warm, sweet and spice flavor profile it is a great addition to not only baked goods and warm beverages, but also alcoholic beverages, chocolate confectionary and dairy. Cardamom also fits perfectly into the 22nd edition of McCormick's Flavor Forecast trend Food Stories. The question is—is cardamom on your Flavor Radar?*



## 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.

### SOURCES:

Mintel GNPD

Datassential

Foodnetwork.com

Eating Well

BrandWatch

Food Lover's Companion

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