



AÇAÍ

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

Touted as the “power berry,” acai is known for its high levels of antioxidants, vitamins, minerals, and potassium to name a few. This dark purple berry is native to Central and South America and has a flavor profile similar to its berry counterparts but just a little more sweet & tart, with a hint of chocolate. We are spotting acai in new products from desserts & ice cream, juice drinks and nutritional beverages. Let’s take a closer look and see where acai is appearing on the menu, in new products, and social media.



Acai is showing 25% growth on restaurant menus since 2021.

ACAI

Social Listening Summary

There are over 3 million posts on Instagram using the hashtag #acai. Most of the posts are from restaurants and shops sharing acai from their menus and consumers making their own recipes using acai. The majority of posts are for acai bowls.

- @rhubarbmuffin shows a beautiful acai bowl and says, "I'm nothing if not an acai lover...unseasonably warm today and I'm taking full advantage."
- @talay_the littlespoon show a picture of a breakfast spread including blending acai and a variety of different fruits. This post includes many hashtags including acai as well as #veganfood, #vegetarian, #superfood, and #breakfast.



79

ACAI RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com, 79 recipes and articles appear when searching for acai. The recipes range from the ever-popular acai breakfast bowl to acai yogurt pops, acai-banana sorbet, and even cocktails such as acai berry pisco sour and sangria.

Eating Well | Building a Healthy Acai Bowl

In the November 2022 issue of Eating Well magazine, they take a closer look at how healthy an acai bowl can be. Most start with using acai puree as the base, it can be blended with other fruits such as apple to make it a little sweeter.

A variety of fruits from berries, bananas, mango, or kiwi are then added and topped with nut butters, chocolate pieces, granola and often drizzled with honey. "While the average acai bowl is packed with antioxidants, vitamins, minerals, fruits, protein, and healthy fats, it can also be very calorically dense if not made mindfully."

Julie Harrington, New Jersey-based chef and author.



ACAI

ON THE MENU Q1 2021-2022

439

ACAI MENTIONS ON
THE MENU

Source: Mintel MenuInsights

- **25%** growth in acai flavored menu items from Q1 2021-Q1 2022
- **QSR** is the top restaurant segment with **34%** of acai flavored menu items appearing there.
- **Beverage** accounts for **83%** of all acai flavored menu items.



MENU MENTIONS:

- **Midnight in Mumbai** cocktail featuring Bulleit rye whiskey, **acai liqueur**, port, and curry leaf at Tamarind in New York City.
- **Power Bowl** featuring **100 percent açai**, hemp protein powder, peanut butter topped with granola, hemp and flax seed, banana, strawberry, almonds, chocolate chips, and honey at Amer's Delicatessen in Ann Arbor, MI.
- **Bubbly Blueberry Acai Bubbly Sangria** described as "sweet and refreshing, **Blueberry Acai Bubbly Sangria** is the perfect marriage of fresh fruit flavors and red wine enhanced by the fizzy charm of bubbles at Cooper's Hawk nationwide.

Consumer Awareness of Acai

Acai is a flavor that is gaining in popularity with consumers and gaining exposure, especially since acai bowls have become a staple within healthy dining. According to Datassential's Flavor Tool, acai is in the 46th percentile, meaning that consumers love pistachio more than 46% of all other items.

- **26%** love or like it
- **61%** know it
- **36%** have tried it

ACAI

Global New Product Introductions: 2018-2022

849

ACAI FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Latin America** is the top global region for acai flavored new product introductions.
- **Desserts & ice cream** is the top product category globally for acai flavored new products.
- **Blueberry** is the top flavor paired with acai.

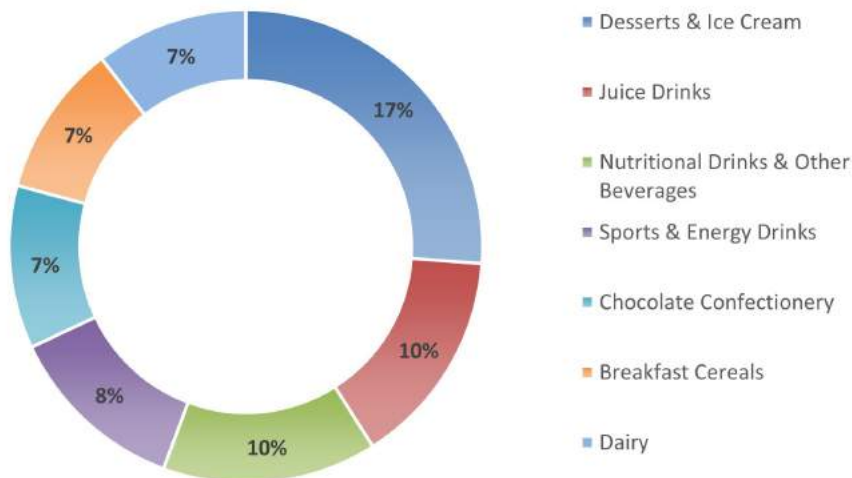


WATERDROP BOOST MICRODRINK WITH BLACKCURRANT, ELDERFLOWER & AÇAÍ: This product is an Effervescent cube used to create a refreshing cold drink with the taste of blackcurrant, elderflower, and acai extract, with sweetener and vitamin C, vitamin B6, and vitamin B12. | Slovakia



AÇAÍ CREAM WITH BANANA AND GUARANA: This dairy-free product features pasteurized acai, bananas and guarana extract. | Brazil

TOP ACAI FLAVORED PRODUCT CATEGORIES



DOGGY SUPER PREMIUM SNACKS WITH BANANA, ACAI, AND OAT: This dog treat is described as a wholegrain treat that is rich in vitamins & minerals and is claimed to prevent tartar and benefit your dog's dental health. | Brazil

ACAI

North America New Product Introductions: 2018-2022

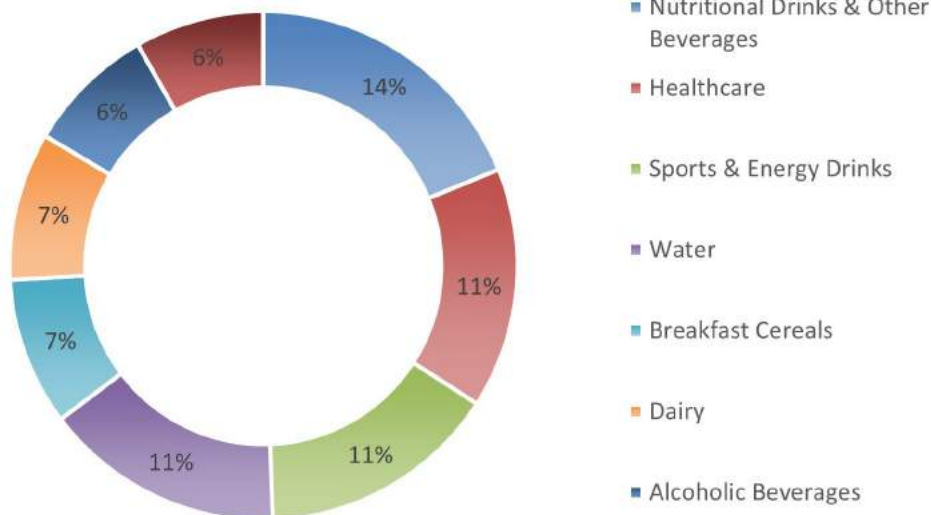
117

ACAI FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **North America** accounts for 14% of acai flavored new product introductions.
- **Nutritional drinks** is the top product category in North America for acai flavored new products.
- **Blueberry** is the top flavor paired with acai.

TOP ACAI FLAVORED PRODUCT CATEGORIES



STORCK WERTHER'S ORIGINAL CARAMEL BLISSFUL BITES BLUEBERRY ACAI FLAVORED CARAMEL BITES: This product is a blueberry-acai flavored caramel and described as "a satisfying, one-of-a-kind taste, in a delicious poppable snack."
41% of consumers responded that they likely or definitely would buy this product, **outperforming its subcategory.** | US



MAMMA CHIA ORGANIC BLUEBERRY ACAI CHIA PREBIOTIC SQUEEZE SNACK: This product is made with organic chia seeds that are claimed to be infused with delicious fruits and fiber-rich prebiotics to create a gut-friendly, fun and tasty on-the-go snack.
42% of consumers responded that they likely or definitely would buy this product, **outperforming its subcategory.** | US



V8 PLUS BERRY ACAI PLANT-BASED PROTEIN BEVERAGE BLEND: This product is a naturally flavored beverage blend of five juices and puree from concentrate with other natural flavors is said to be a good source of fiber and protein, a delicious source of plant-powered protein, and an excellent source of vitamin C.
44% of consumers responded that they likely or definitely would buy this product, **outperforming its subcategory.** | Brazil

THE TAKEAWAYS

Acai is showing growth around the globe with the majority of new products appearing in Latin America. Acai is popular on restaurants menus, with QSR as the key restaurant segment accounting for 34% of acai flavored menu items. With its sweet and tart flavor profile, acai pairs well with other berry flavors and blueberry is the top paired flavor with acai around the world. The question is—is acai on your Flavor Radar?



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SOURCES:

Mintel GNPD

Datassential

Mintel Menu Insights

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Food Lover's Companion

Eating Well Magazine

FoodNetwork.com



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