



UBE

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

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 is showing significant growth in new product introductions and on the menu. Let's take a closer look at where ube is appearing on the menu, in new products and social media.



**250% growth in ube
flavor new products from
2018-2022.**

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Social Listening Summary

When searching for the hashtag ube on Instagram, there are over 580,000 posts. From baked goods, milkshakes, and the latest Trader Joe's product featuring ube—consumers have access to an array of ways to taste and try this delicious purple vegetable.

- @cheesecakeforlife shared a picture of an ube cheesecake with a graham cracker crust.
- @ctcoffeandcarbs shared a picture of a ube cheesecake filled donut from Dough Doughnuts in NYC.
- @eat.tray.love shared a reel featuring a pop-up event with Nom Station and Seven Fingers Baked Goods. They offered an ube ensaymada, ube cream puff, ube cheesecake, and a ube purple maze drink.



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UBE RECIPES ON
FOODNETWORK.COM

When searching Foodnetwork.com they have 18 recipes and articles featuring ube. Desserts and ice cream are mostly available with recipes for ube cookie and cake, ube ice cream, and where to find ube at restaurant locations such as Warm Belly Bakery in Chicago.

New York Times | UBE - Tuber of the Year

In a New York Times article from December 2022 titled, "How Will We Eat in 2023? Here Are 10 Predictions," ube is featured as the Tuber of the Year. In this article, they are predicting that "ube will show up in all kinds of drinks and dishes," in 2023. "Ube, a slightly nutty-tasting, vanilla-scented purple yam from the Philippines, is showing up on lots of trend lists and in all kinds of foods and drinks, from pies and waffles to lattes and ube coladas."



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ON THE MENU 2022

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UBE MENTIONS ON
THE MENU

Source: Datassential

- **143%** growth on the menu in the past 4 years and **70%** growth in 2022.
- **Casual dining** is the top restaurant segment with **31%** of ube flavored menu items appearing there.
- **Dessert** is the top menu section with **56%** of all ube flavored menu items.



MENU MENTIONS:

- CASUAL DINING: **Ube Waffles** featuring purple yam, **whipped ube butter**, fresh fruits and Japanese fried chicken at Sunda in Chicago, IL.
- QSR: **Ube Horchata** featuring house made **ube horchata** at Zero Degrees in Dallas, TX.
- CASUAL DINING: **Creamy Ube Latte** featuring caffeine-free and vegan, **ube (purple yam) milk tea** made with Califia Farms vegan oat milk and sweetened with natural cane sugar at Goldilocks Bakeshop & Restaurant in California and Nevada.
- FINE DINING: **Buttercrunch Bombolone** featuring peanut, **ube-banana** custard, coffee-tamarind caramel at Uni in Torrance, CA

Consumer Awareness of Ube

Ube is a flavor that consumers are still becoming more familiar with every day. According to Datassential flavor tool, ube is in the 17th percentile among all foods & flavors, meaning consumers love ube more than 17% of all other items. Datassential gives ube a heat score of "on fire," which measure the growth in consumer familiarity and on fire corresponds to the trendiest foods.

- **21%** know it
- **5%** love or like it
- **10%** have tried it

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Global New Product Introductions: 2018-2022

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UBE FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Asia Pacific** is the top global region for ube flavored new product introductions.
- **Bakery** is the top product category globally for ube flavored new products.
- **Banana & Coconut** paired are the top flavors paired with ube.

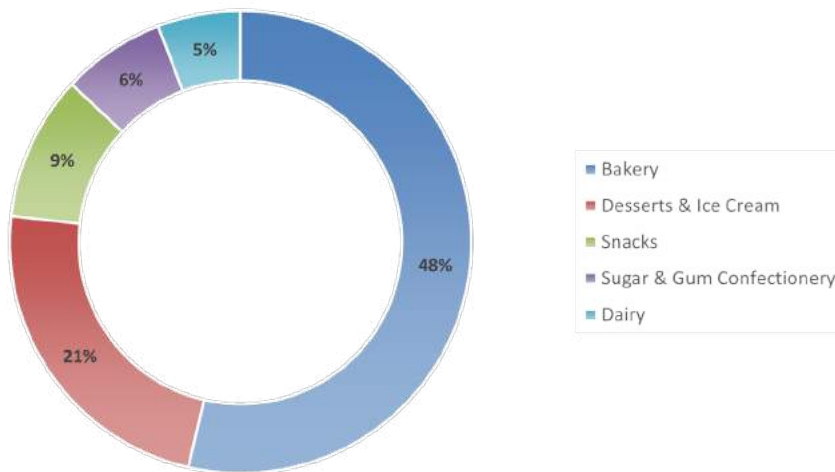


ENKANTO BREWERY PAINT ME PURPLE! UBE LAGER BEER: A locally crafted beer that is brewed in small batches. This lager is described as rich and creamy with ube and coconut nuts and a bright purple hue. | Philippines



MARKENBURG MALLOW BOMBS TARO UBE EXPLOSION MARSHMALLOWS: Described as a flavor explosive marshmallow, this product was inspired by campfire s'mores. | Philippines

TOP UBE FLAVORED PRODUCT CATEGORIES



LEMON SQUARE INIPIT PURPLE YAM CHEESECAKE SANDWICH: This product is said to be inspired by a native delicacy, and comprises two layers of fluffy purple yam sponge cakes, enriched with a cheese cream filling in between and topped with sugar sprinkles. | Philippines

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North America New Product Introductions: 2018-2022

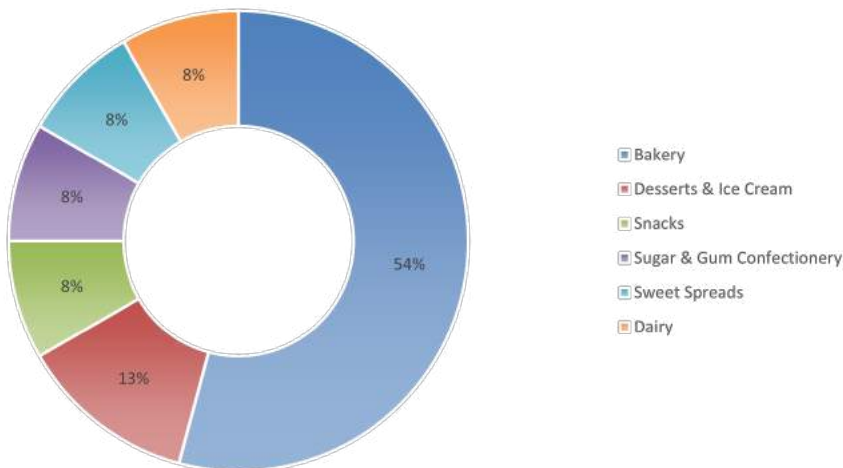
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UBE FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **North America** accounts for 31% of ube flavored new product introductions.
- **Bakery** is the top product category in North America for ube flavored new products.
- **In North America**, ube is most often a standalone flavor of new products.

TOP UBE FLAVORED PRODUCT CATEGORIES



BOBA X ICE CREAM SALTED UBE S'MORES LACTOSE-FREE ICE CREAM: This product is described as "the beloved purple treasure of the Philippines, ube, goes on a date with an American campfire classic."

28% of consumers responded that they likely or definitely would buy this product, significantly underperforming its subcategory. | US



PAMANA UBE WAFER STICK: This product is described as a wafer roll and is filled with an ube cream. 52% of consumers responded that they likely or definitely would but this product, significantly outperforming its subcategory. | US



TEA DROPS + COPPER COW UBE LATTE KIT: This product is described as premium loose leaf tea that is pressed into a single-serve drop. The ube is derived from a unique purple yam native to the Philippines.

27% of consumers responded that they likely or definitely would buy this product, significantly underperforming its subcategory. | US

THE TAKEAWAYS

Ube is showing significant growth around the globe with the majority of new products appearing in the Asia Pacific region, but growth in North America remains steady. Ube is also showing growth on restaurant menus, with casual dining as the key restaurant segment accounting for 31% of all ube flavored menu items. On the menu, dessert is the top menu segment with 56% of all ube flavored menu items appearing on the dessert menu. With its nutty and unique flavor profile and vibrant purple color, ube is sure to delight in taste and visual appeal. The question is—is ube on your Flavor Radar?



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Let McCormick Flavor Solutions 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, seasoning 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.

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SOURCES:

Mintel GNPD

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Datassential

The New York Times

Mintel Purchase Intelligence

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