

FLAVOR SPOTLIGHT:

FIG

 **Flavorsolutions**

From the beloved childhood stuffed cookie to fancy charcuterie boards, the flavor of fig can flex across applications and occasions. With a unique flavor that's hard to compare to other fruits, figs are generally described as sweet and jammy, with a rich, honeyed taste. Enjoyed in jams, baked into a dessert or topping a pizza, figs are used to elevate the flavor of a variety of dishes. The flavor is familiar, yet not every day, making it an ideal profile to position your brand as flavor-forward. It also works well with a variety of flavors from sweet fruits and sweet browns to savory onion, cheeses and herbs.

TREND SIGNALS

+14%

increase in avg. monthly 'fig' Google searches, '23-'24, U.S.
Google Search Data via BrightEdge

+13%

year-over-year growth of fig searches on U.S ecommerce search engine.

FROM OUR CULINARY EXPERTS

“ Figs are an amazing amalgam of flavors all in one fruit: notes of concord grapes, berry, jam, and honey. When eaten fresh, it requires nothing more than a squeeze of lemon or a sugar brûlée on top and it immediately becomes a star. When cooked down or dried, it takes on more brown sugar, honey, raisin and “figgy” dried fruit notes. ”

Gabby Quintana, Principal Research Chef



Suggested Flavor Pairings:

- Bacon
- Balsamic
- Berry
- Caramelized Onion
- Cinnamon
- Feta
- Honey
- Rosemary
- Spiced Cookie
- Vanilla

Contact us or [click](#) to request a **FREE FIG** flavor sample.

