

FLAVOR SPOTLIGHT:

# YUZU

 Flavor solutions

Hailing from Japan, yuzu is a sour citrus fruit that is a cross between a Japanese citrus (ichangpapeda) and a mandarin orange. Yuzus are extremely tart with a flavor like limes and oranges and are often paired with sweet flavors to reduce the tartness. It is also a key ingredient in yuzu kosho, a condiment made from fermented chiles, salt and yuzu juice, and used for traditional Japanese dishes like grilled fish. Consumers are getting exposure to the bright, sour flavor of yuzu as it is being used in place of more familiar citrus fruits on menus and CPG items, like beverages, baked goods and savory dishes.

## TREND SIGNALS

U.S. CANADA  
**+26%** **+37%**  
projected growth of YUZU  
on menus.  
Datassential, '24-'28

**+80%**  
increase in product launches  
with YUZU in title or description,  
'20-'24, North America.  
Innova Market Insights

**+43%**  
increase in avg. monthly  
'yuzu juice' Google searches,  
'23-'24, U.S.  
Google Search Data via BrightEdge

## FROM OUR EXPERTS

### Yuzu Kosho Butter

When yuzu kosho is blended into butter it delivers a bright, aromatic bite to grilled vegetables, scallops, chicken, and pork. [Click](#) for the recipe.

“Yuzu kosho is sure to excite the tastebuds. Not just a bomb of fiery heat, this multidimensional Japanese condiment is a flavor sensation, oozing with taste. Spicy, zesty, citrusy, and salty - you'll be left wanting more and more!”

Felicia Pantaleo, Culinary Development  
Chef, Australia

“Yuzu is a flexible and versatile flavor. It is familiar in so many ways, yet offers flavor complexity. For a fresh and different take on citrus, I love it in energy, hydration and sparkling water applications.”

Molly Zimmerman, Principal Scientist,  
Beverage Innovation



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

