



YUZU

2022 • FLAVOR INSIGHT REPORT

Hailing from Japan, this sour citrus fruit is about the size of a tangerine and is a cross between a Japanese citrus (*ichang papeda*) and a sour mandarin orange. It has a bumpy skin that turns bright yellow when fully ripe. Yuzus are extremely tart with a flavor similar to limes and oranges and are best paired with sweet flavors to reduce the tartness and make it more enjoyable. Spotted in new products from cocktails, beverages, and even supplements it's no surprise that from 2016-2021, global yuzu new productions increased 120%.

Let's dive into yuzu and see where it is appearing on the menu, in new products and social media.

YUZU

Social Listening Summary

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



Mentions in the
Past 30 days



69%
Female

Key Consumer Voice

POPULAR POSTS



In a tweet from @foodandwine, they share a recipe for an Asian noodle salad with a Yuzu dressing. "With a sweet-and-savory yuzu dressing, this is way better than the generic Asian-style noodle salads you'll see across the US."



In a tweet from @WholeFoods, they share a limited-edition Mango Yuzu Chantilly Cream Cake. "Can't get enough Chantilly cream? Our limited-time Mango Yuzu Chantilly Cake is for you."

Source: BrandWatch

84

YUZU RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 84 total recipes appear when searching for yuzu. The recipes include everything from yuzu dressings and vinaigrettes to frozen cocktails such as the Tequila Granita with Lychee and Yuzu Cream.

"Yuzu Is Poised to Be One of 2022's Trendiest Foods"

According to Real Simple Magazine, "we are about to embark on the Year of Yuzu." Their article gives tips and tricks for cooking with yuzu, recipes such as the Bee's Knees Cocktail, Matzo Ball Soup and touts the nutritional benefits which include magnesium, manganese, and Vitamin C.

"Fresh yuzu has a distinctive tart, fragrant, and sour taste that almost resembles grapefruit, mandarin orange, or lemon," notes Min Kim, the executive chef at Mizumi at Wynn Las Vegas. "It has a magical fragrance and flavor that enhances the taste of any dish, which allows it to work well with just about anything."



YUZU

ON THE MENU 2021

596

YUZU MENTIONS ON
THE MENU IN 2021

Source:Datassential

- **32.8%** growth in yuzu flavored menu items in the past 4 years.
- **Fine dining** is the top restaurant segment, with beverage and entrée as the top menu sections with the most yuzu flavored menu items.
- **23.5%** of all yuzu flavored menu items are paired with avocado.



MENU MENTIONS:

- **Yuzu Lemon Meringue Pie** with raspberry coulis and toasted meringue at The Blue Point Restaurant in Duck, NC.
- **Thai Chop Chop Salad** includes chopped napa, fried tofu, green apple, fried shallots, rice puffs, peanuts, fresno chiles, watermelon radish, **strawberry yuzu vinaigrette** at The Peached Tortilla in Austin, TX.
- **Citrus Hibiscus Tea Shaker** featuring wildberry hibiscus tea, hand-shaken with lemonade, and refreshing **yuzu puree** over ice at Peet's Coffee nationwide.

Consumer Awareness of Yuzu

Yuzu is a flavor that is very popular in Asian cuisine and still has limited exposure to the general population. According to Datassential's Flavor Tool, yuzu is in the 12th percentile, meaning that consumers love yuzu more than 12% of all other items.

- 6% love or like it
- 18% know it
- 9% have tried it
- Most popular with Gen X and Boomer consumers

YUZU

Global New Product Introductions: 2016-2021

847

YUZU FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **APAC** is the top global region for yuzu flavored new product introductions.
- **SAUCES & SEASONINGS** is the top product category globally for yuzu flavored new products.
- **LEMON** is the top flavor paired with yuzu; followed by honey.

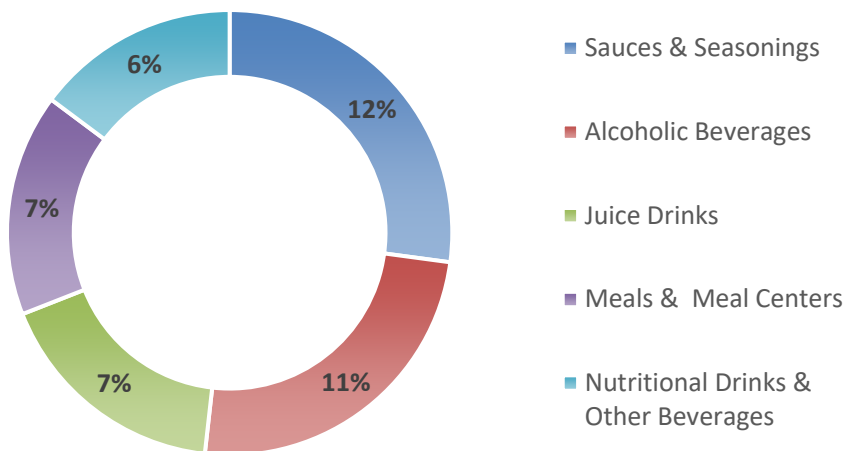


SPRIG ELDERFLOWER & YUZU MIXED CIDER: A premium cider expertly blended with fragrant elderflower and tangy yuzu. It can be simply opened and enjoyed, or best served over ice with a sprig of mint. | Australia



KANRO CANDY TIME WORK & RELAX BLEND ASSORTED FRUIT CANDIES: This product contains yuzu and ginger crunchy candies with 3mg caffeine, and honey and lemon melting candies with chamomile extract. Flavors include Awakening Yuzu Ginger and Relaxing Honey Lemon. | Japan

TOP YUZU FLAVORED PRODUCT CATEGORIES



OLLY BERRY YUZU LEMONADE FLAVORED IMMUNITY + ELDERBERRY DIETARY SUPPLEMENT: Described as a refreshing blend of berries and citrusy yuzu with just the right amount of effervescent goodness. Contains elderberry, Vitamin C, Vitamin D and zinc to promote a strong immune system. | USA



"We have studied how global consumer attitudes have shifted due to the COVID-19 pandemic, and one of the major themes is balance. With this new appreciation for balance comes a desire to move past the super-sweet and indulgent comfort foods of the early pandemic, and instead to seek out more complex, layered food experiences."

Allie Herold, Consumer & Market Insight Manager, US

PLUS SWEET

Sweetness is intermingled with any and all other flavours to create an unexpected complexity that delights the senses in a brilliant new way.

Learn more at FlavourForecast.com

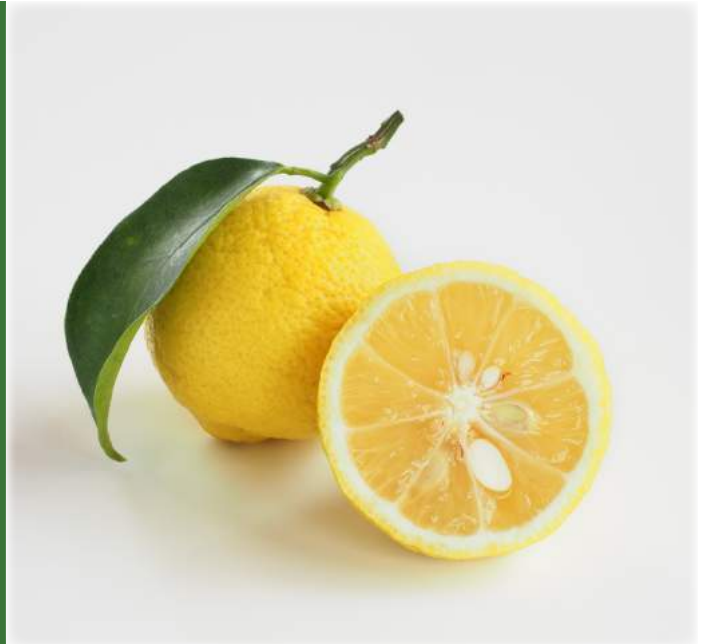


YUZU=PLUS SWEET

Yuzu fits perfectly into the 22nd Edition of McCormick's Flavor Forecast. It's bright and tart flavor pairs best with sweet flavors as a top-note or signature flavor to deliver a remimagined plus sweet flavor profile. Sweet and tart have co-existed forever. (Yes, we're suddenly craving our favorite childhood gummy "insert any shape here" candies too.) But in the evolution of this flavor duo, we're celebrating sweet and tangy, zesty, and fruity sourness reaching new formats. From drinks to appetizers, main dishes, and vinegars, we're open to it all. Visit FlavorForecast.com for more.

THE TAKEAWAYS

Yuzu is showing growth around the globe with the majority of new products appearing in APAC. Yuzu is also showing growth on restaurant menus, with fine dining as the key restaurant segment. While consumers are still gaining exposure to yuzu flavored items, Real Simple magazine predicts that yuzu will be one of the trendiest foods of 2022. With its tart flavor profile, yuzu is best paired with complimentary sweet flavors and fits perfectly into the 22nd edition of McCormick's Flavor Forecast trend + Sweet. The question is—is yuzu 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 McCormick 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

Mintel Purchase Intelligence

Foodnetwork.com

BrandWatch

Real Simple

Food Lover's Companion

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FREE
Flavor Sample Here

