

# 10 Things You SHOULD KNOW

MARCH 2015

## Team with FONA for complete taste solutions!

FONA's consumer and market insights experts translate trends into product ideas and connect the dots from research to concepts to market opportunities. Our flavor and product development experts are at your service to help meet the labeling and flavor profile needs to capitalize on market and consumer trends. From concept to manufacturing, we're here every step of the way!

**1.** Berry alert! Jaboticaba (also named guapurú and ybapurú) is known for its health properties including antioxidants and anti-inflammatory compounds which may enhance memory and protect against heart attacks. The grape-like berry is sweet and juicy in taste with a hint of acidity, pairing well in jams, sauces, ice cream and wine. | *Clean Eating*

**2.** Move over coconut water; new plant-based beverages are in town! Arty Water is made with California artichokes and sweetened with monk fruit. HappyTree Maple Water is sourced straight from maple trees in the U.S. and is 30 calories per bottle. WTRMLNWTR (watermelon water) contains only watermelon rind/flesh and organic lemon. Caliwater Cactus Water is created from prickly pear cactus fruit and contains skin revitalizing antioxidants. | *SELF*



**3.** Fresh off the grill! Smoke-flavored products have seen a global growth of over 57% within the past five years. Chefs are getting creative using charred citrus salt and smoked pickle powder to garnish everything from popcorn to Bloody Marys for an added touch of smokiness. | *Saveur, Mintel*

**4.** Gourmet jellies and jams handcrafted by Jelly Queens are made in small batches and each product is infused with wine, beer or champagne to create complex flavor combinations. Innovative flavors include Banana Nut Bread, Strawberry Black Pepper, Blood Orange Lavender, Black Garlic Rosemary and Peach Pepper. | *thejellyqueens.com*



**5.** Beverage trends emerging from social media: 1. Ginger cocktails, ginger beer and ginger garnishes. Heathman Restaurant & Bar (Portland) includes on tap the Huckleberry Mule featuring housemade ginger ale, lime & Absolut vodka, topped with huckleberry preserves. 2. Brunch cocktails including milk punches, mimosas and Bloody Marys. Mercadito (Chicago) offers the Mango Mimosita featuring cava, mango, & green chile. 3. Apple & Cider Craze. Trick Dog (San Francisco) features the Coit Tower with Rittenhouse rye beer, raspberry, thyme, lemon & cider. 4. Housemade non-alcoholic sips like sodas and sparkling lemonades. The Perfect Prickly Pear features fresh lemon, prickly pear & grapefruit juice from Cactus Restaurants Southwest Kitchen & Bar (Seattle). | *Flavor & The Menu*

**6.** *Prevention's* Cleanest Packaged Food Awards ranked the top 100 clean foods according to claims including low sugar, low sodium, organic, eco-friendly packaging, low in artificial ingredients and new to the market. Top snacks on the list include Wonderfully Raw Cheezy Herb Brussel Bytes, EPIC Hunter Gatherer Beef Jerky + Berry Blossom, Stonyfield Organic Petite Crème Plain & Simple and Yawp! Naked Nutrition Bar.



**7.** The Pantone 2015 color of the year, Marsala, is inspired by earthy red wine and the "satisfying richness of a fulfilling meal," according to Leatrice Eiseman, director of the Pantone Color Institute. The color has inspired the use of Marsala in recipes including Banana-Pistachio Pancakes with Marsala, Homemade Strawberry Gelatin with Chocolate Marsala Sauce, Marsala Poached Pears, and Peaches with Marsala & Vanilla. | *MSN*

**8.** Start spring off right with a twist to your salad routine. Substitute traditional romaine with these Asian greens (that boast vitamins including A, K and C) for a touch of interesting flavor. Chinese Chives taste like a cross between a leek and a ramp with notes of garlic. You Choi is sweet and earthy with a hint of mustard. Snow Pea Shoots are grassy, fresh and offer the sweet flavor of snow peas. | *Eating Well*



**9.** Four dessert trends to watch for: Sweet & heat: hot profiles blended with indulgent flavors (like chocolate). Classic-inspired: Classic desserts like crème brûlée, tiramisu and ice cream flavors are being re-invented. Fruit & veggies: Desserts are expected to feature more fruit inclusions along with chocolate covered vegetables. Private label power: Store brand items are making more unique claims such as organic, sustainable and declaring origin to compete with their gourmet competitors. | *Candy & Snack Today*

**10.** Matcha Green Tea new product introductions have seen a global increase of more than 275% in the last five years, according to *Mintel*. Try Matcha Love Unsweetened Green Tea, a sugar-free thirst-quencher.