

20 FLAVOR INSIGHT 17 REPORT



LAVENDER

By the Numbers

Traditionally known as the “herb of love,” this intensely aromatic flower belonging to the mint family is aromatic, slightly sweet and considered a perfect addition to many dishes. It is mostly added to salads, dressings, baked goods and desserts, but its use in lavender sugar gets rave reviews. The lavender flower can be blended with herbal teas and also used to create nectar which bees use to create delicious, high-quality honey.

Let's take a look at the various forms of lavender on the menu, in social media, and in new products.

Lovely Lavender

Print & Social Media Highlights

There are several mentions of lavender in social media. Here are some of the highlights.

- On Pinterest, lavender pins appear in a wide variety of food and beverage recipes especially baked goods. We spied honey lavender cheesecake, lavender and lemon tea cookies, lavender macarons filled with lavender ganache, and blackberry lavender popsicles. In addition, we spotted coconut lavender iced coffee, lavender honey chicken, vanilla lavender limeade, overnight oats with lavender chia pudding, and a wild blueberry lavender smoothie.
- A Twitter search shows tweets mentioning lavender including a recipe from @noshrecipesclub for “Lavender lemon poppy seed muffins,” and “Creamy lavender sauce served over bow-tie recipe” from @BestRecipes.
- On Food.com 1,040 recipes appear when you search for lavender. Recipes include grilled salmon with lavender, pink grapefruit sorbet with lavender, Victorian lavender cookies with rose water, lavender cosmopolitan, and lavender vanilla crème Chantilly.

We are also spotting lavender in print publications. Here are some of the highlights.

- In the June 2016 issue of *Martha Stewart Living* are the best ways to grow and harvest lavender at home. The magazine provides a step-by-step approach to drying the lavender, important for preparing the lavender for use in foods.
- In a November 2016 blog posting on The Alternative Daily, lavender seeds are put into a dryer satchet as an all-natural tension reliever.



Source: Pinterest



Source: @amummytoo

Lavender on the Menu

Q3 2010-Q3 2016

- Lavender Infused Lemon Drop Martini- Pizza by Elizabeth's
- Lemon Lavender Souffle: Urban Farmer
- Berry Meringue and Lavender Bavaroise: The Penrose Room
- Pretty in Pink / Rhubarb Tart with Honey Lavender Ice Cream: MK The Restaraunt

Lavender: More than Just a Flavor

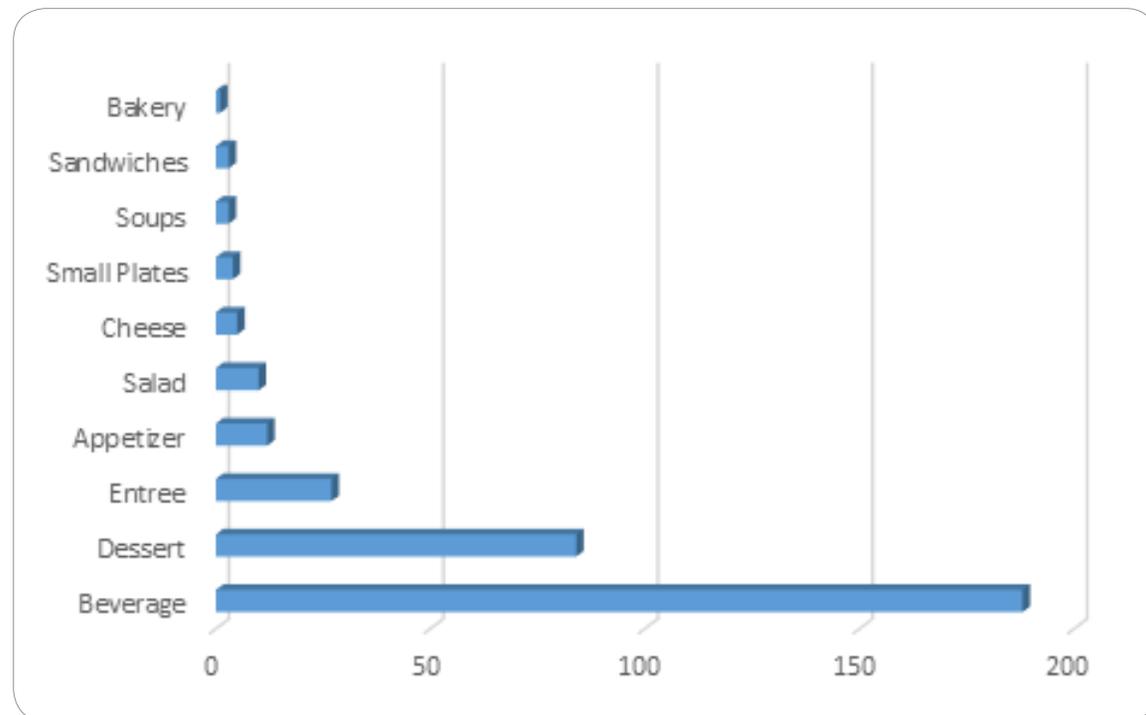
Aside from its delicious addition to most dishes, lavender has some functional benefits as well. The polyphenol compounds in lavender are said to help to fight bacteria in the gastrointestinal tract, making it a useful tool against bloating and indigestion. It is also good in calming itchy skin and fighting off dandruff when used in oil form. This is due to its natural anti-inflammatory tendencies. This will help to cut down on itchiness, swelling and redness. Ultimately, it is also a great healthy addition to dishes that is sure to enhance any flavor.

Source: *Health Magazine*

338
MENTIONS

**FINE/
UPSCALE**
TOP RESTAURANT
SEGMENT

Lavender on the Menu: Top Menu Sections



Lavender Global New Product Introductions Products of Note

346
NEW PRODUCTS



Australia: Cucumber and Lavender Beverage



Germany: French Style Peach & Lavender Spread



Croatia: Blackberry & Lavender Organic Yogurt

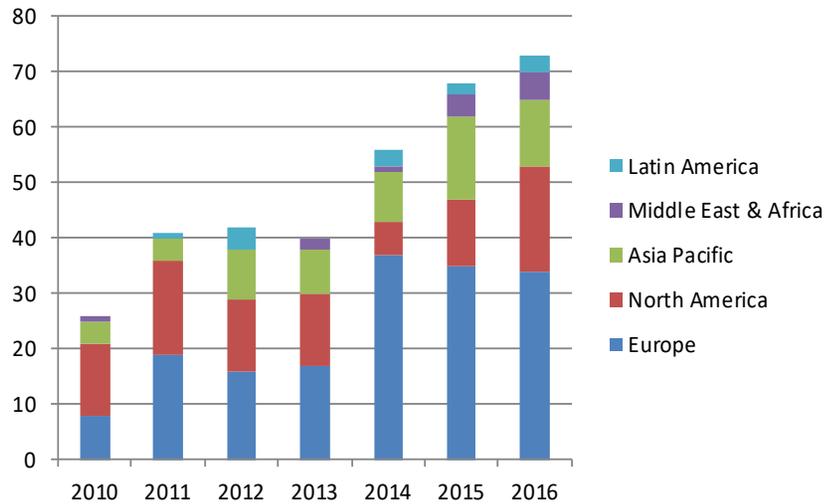


South Africa: Gluten Free Lavender Shortbread

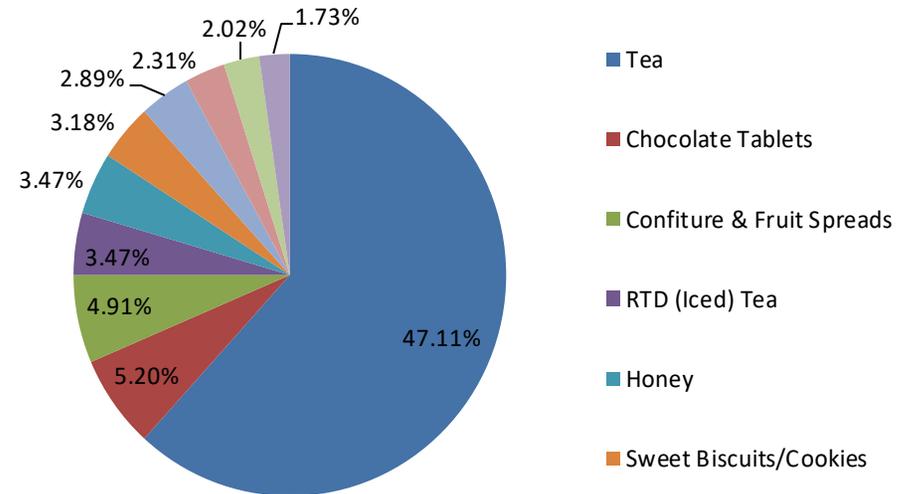


France: Orange Blossom and Lavender Meringue Biscuits

Lavender New Product Introductions, Global 2010-2016



Lavender New Product Introductions, Global 2010-2016 by Top Sub-Category



Source: Mintel GNPD

Lavender North America New Product Introductions

Products of Note

93
NEW PRODUCTS



Finnriver Lavender Black Currant Cider



Liberté Organic French Lavender Organic Whole Milk Yogurt



Earth's Choice Dark Chocolate with Blueberries & Lavender

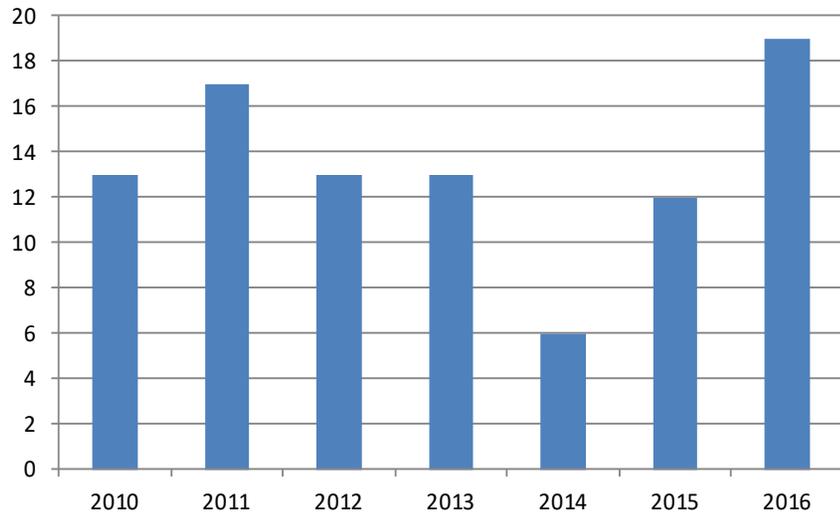


Urban Accents Blueberry Lemon Lavender Flapjack Mix

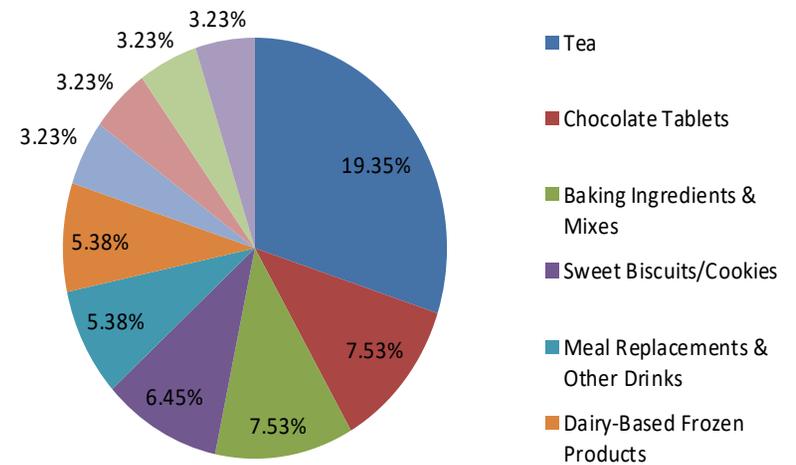


Nello's Sauce Lavender Piedmont Pomodoro Sauce

Lavender New Product Introductions, North America 2010-2016



Lavender New Product Introductions, North America 2010-2016 by Top Sub-Category



Source: Mintel GNPD



FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our 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. We understand how to 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 every step of the way.

Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit www.fona.com.

SOURCES:

Mintel GNPD

Mintel Menu Insights

Health Magazine

Pinterest

Twitter

Food.com