


10 things You SHOULD KNOW

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. According to a new Iranian study, men who drank mineral water with 3 drops of peppermint essential oil daily for 10 days increased running stamina and power and burned double the amount of fat. | *Men's Health Magazine*

3.  Cronuts are fried croissant-doughnut hybrids and they have consumers lining up for hours outside Dominique Ansel Bakery in New York. Monthly flavors have included Rose Vanilla, Lemon Maple, Blackberry, Coconut, and Fig Mascarpone. Dominiqueansel.com/cronut-101

5. Produce-seeking consumers are making a move from dairy-based smoothies to juices made from freshly-pressed fruits and vegetables both at home and on-the-go. Moon Juice in Venice, CA, has a menu that includes beet/lime/cucumber, collards/rainbow chard/parsley/ginger/celery/cucumber and cilantro/celery/green apple/lemon/ginger. | moonjuiceshop.com


7. "Pea protein is a darling of the vegetarian and vegan sets, and is popular as a protein powder supplement for gaining muscle mass. Many consumers prefer it over soy-based proteins because it produces fewer allergic reactions, is easily digested and doesn't have an aftertaste." | *CEB Iconoculture*

9.  Edible flowers are blooming on restaurant dishes: Borage has a cucumber flavor. Yarrow has a piney taste. Elderflower is sweet. Wood Sorrel is sour. Nasturtium is spicy and peppery. bonappetit.com

2.  "The delight and surprise in a new flavor is sought after by young adults who are increasingly using food as a gateway to understanding other cultures. The sensory experience itself is their window to novelty, discovery, exploration and learning." *CEB Iconoculture*

4. Salt & Straw in Portland continues the unique ice cream flavor trend with 5 new flavors: Loaded Baked Potato, Mint Leaves with Sea Urchin Meringues, Hawaiian PB&J, Coconut Milk with Cashew Brittle & Pandan and finally, Sweet Corn, Waffle Cones & Caramel. | saltandstraw.com

6. Seaweed is sustainable, nutritious and being used like an herb in sauces and batters in restaurants. The home cook can prepare dishes like Swordfish with Seaweed Salsa Verde from bonappetite.com or purchase Seaweed Love all natural roasted Korean seaweed with sesame oil and sea salt.

8.  Korean gochugaru is a way to add heat and flavor different from standard red pepper flakes or cayenne. Gochugaru is made from sun-dried, coarsely ground peppers and has a hot, fruity, smoky, earthy flavor. | thekitchn.com

10. Publications ranging from the *Washington Post* and *National Geographic* to *Prevention Magazine* are talking about amaranth this month. A gluten-free ancient grain, it has a mild nutty flavor is a good source of protein. For breakfast, it can be made into cereal similar to oatmeal.