

10 Things You SHOULD KNOW

APRIL 2014

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.

It's Earth month! Chicago's Potter's Lounge serves a Treetini made with Veev Acai Spirit, St. German Liqueur, Pama and Fresh Lemon. For every cocktail sold, a tree is planted in the Brazilian Rain Forest. 11,500 trees planted and counting!

3.



Coconut Lime Preserves, made by chef Stéphane Mazières of the French island St. Barths, combines the sweet and tropical flavors of lime and coconut. Best served on a crispy baguette, this breakfast jam is a taste of the Caribbean in a jar. | [Saveur.com](#)

5.

Apple cider vinegar is a successful home remedy, according to *Prevention* magazine. Its astringent properties can make hair look shinier, treat dandruff, help to reduce blemishes and cure heartburn in a hurry.

7.

Specialty food is among the fastest growing categories in the U.S. with shoppers choosing premium brands over conventional items. According to research from the New York Speciality Food Association, 75 % of consumers made specialty purchases in 2013 with one-quarter of their food budget spent on specialty items such as artisanal cheeses, chocolates and condiments. | [Food Processing](#)

9.



Aim for artichokes! The leafy vegetable was ranked seventh overall in a USDA study that measured cancer-fighting antioxidants in more than 100 commonly eaten foods. | [Rachael Ray](#)

2.



An invigorating vitamin source: kiwifruit. Packed with nutrients, the flavorful fruit is high in vitamin-K, potassium and fiber and contains more vitamin-C than oranges. Try the *Martha Stewart Living* recipe, Yogurt with Kiwifruit and Macadamias, featuring toasted macadamia nuts and drizzled with maple syrup. Tip: Keep the skin on the fruit when preparing for added fiber.

4.

Another tasty way to spice things up with Sriracha. A recipe spotted on Pinterest simply combines ½ cup butter, 1 tbsp. honey and 2 tsp. Sriracha. Spread over toast or corn muffins.

6.



Say yes to savory! Numi Organic Savory Teas are available in a variety of garden-inspired flavors including Broccoli Cilantro, Carrot Curry and Fennel Spice. Blue Hill offers savory yogurt flavors including Beet, Parsnip, Tomato and Butternut Squash. | [Prevention](#)

8.

Indian-inspired flavor pairing: Raita (a mixture of yogurt, vegetables, spiced-infused oil and fresh herbs) is often served with hot curries and dals. Made with seasonal vegetables such as tomatoes and chickpeas, Raita can vary from season to season. A relish, dip, salad or side — the choice is yours. | [Saveur](#)

10.

HipPops food truck serves gluten-free, kosher frozen-yogurt pops in South Florida. The truck travels with unique flavors such as Mexican Chocolate Chipotle, Blood Orange and Green Apple Wasabi. | [Cooking Light](#)