

10 Things You SHOULD KNOW

MAY 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. Aroniaberries: your summer super food. The pea-sized fruit is packed with good-for-you antioxidants and its rich levels of vitamin-C make it a great source of immune-boosting power. Blend into smoothies and sauces for added energy and tart flavor. | *Bon appétit*

3.  Add avocado to your afternoon. According to a study from Nutritional Journal, adults who ate half of an avocado at lunch decreased their appetites by 40% and stayed satisfied for up to 5 hours.

5. Ice cream turned savory! This month, Haagen-Dazs launched two new savory ice cream flavors: Spoon Vege Tomato Cherry and Spoon Vege Carrot Orange. | *LAtimes.com*

7.  Consumers are making smart choices when it comes to snacking. While 66% of consumers snack to satisfy a craving, 40% choose fruits and vegetables in-between meals and 42% bring on-the-go snacks from home to save money. | *Mintel*

9. Spotted: unique flavor pairings in cocktails. 1920's-inspired, Berlin bar Lebensstén's signature drink is a Lime-Pie Cocktail featuring yuzu-infused sake, fresh lime juice and rimmed with Pop-Rocks. Also on the menu, the Nectar of the Ancient made with Mastiha Greek liqueur, honey, spring mint, Champagne and garnished with an orange peel. | *Saveur*

2.  Apricots are in season! The summer-time fruit contains only 17 calories each. Varieties including Blenheim, Nicole and Paterson offer fragrance, smooth texture, sweet, honey-like flavor and pair best in jams, fillings and baked goods. | *Eating Well*

4. 25% of consumers would consider ordering a cocktail including mango and 56% of bartenders are already using it to flavor their drinks. Cantina Laredo restaurants feature a Mango Mint Gingerita with fresh lime juice, mango puree, mint leaves and ginger beer. | *Flavor & The Menu*

6.  Radishes are all the rage this month! Pinterest features a variety of recipes for inspiration including Hot & Spicy Pickled Radishes, Radish Salad with Yuzu Vinaigrette and Cinnamon Sugar Radish Chips.

8. Sorghum: a southern-inspired sweetener made from pressed juice of the Sorghum plant. Its unique sweetness provides an earthy, robust flavor with a touch of pineapple tartness and a buttery finish. Most often it is stirred into coffee, drizzled on biscuits, added to BBQ sauces, and combined into bourbon cocktails. | *Southern Living*

10. Students spare their change for Limited-edition F'real milkshakes sold in vending machines at the Fashion Institute of Technology in New York. Flavors include Cake-batter, S'mores, Macachococonut and Cotton Candy. | *freal.com*