

# 10 Things You SHOULD KNOW

## AUGUST 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.** Blueberry Sweet Corn, Fried Chicken & Waffles, Mango Saffron and Spicy Pineapple Cilantro are just a few of the unique, sweet-meets-savory flavors made by Cool Haus Ice Cream. | [Eatcoolhaus.com](http://Eatcoolhaus.com)

**3.** Which melon variety is most applicable for your flavor application? Sharlyn have a subtle, pineapple flavor with floral notes and pair well with tangy ingredients. Charentais are highly fragrant with musky notes. Crenshaw are juicy and have peppery notes when fully ripe. Sprite have notes of watermelon, honeydew and pear. Galia have a sweet banana flavor and pair best with summer fruits. | [Martha Stewart](http://MarthaStewart.com)

**5.** Bars are the #1 snack category in North America with over 3,000 new products launched within the past five years. Chocolate, peanut butter, almond, peanut and strawberry are the top 5 flavors. | [Mintel](http://Mintel.com)

**7.** Thanks to seaweed's antioxidant-rich compounds, research from the University of Florida shows it can help with weight management. Consuming a daily serving of seaweed can increase vitamins, fiber and minerals without adding extra amounts of iodine. Try this new, all-natural market product launched in April: Ocean's Halo Sea Salt Seaweed Chips. | [Clean Eating](http://CleanEating.com)

**9.** 59% of consumers look for a 100% Natural Product label when grocery shopping, according to the *Consumer Reports National Research Center*. And more than 75% attribute specific meanings to the claim including no artificial ingredients or GMOs.

**2.** Bloom Honey 100% Pure Raw Honey is produced from single-origin honey varieties that each have their own unique flavor and color. Bees are transferred across the country to ensure nectar is harvested from local floral varieties. Flavors in the honey line include Wild Cherry and Mesquite and Avocado which made in the avocado groves of Ventura County, California. | [Bloomhoney.com](http://Bloomhoney.com)

**4.** Five summer craft beers to quench your thirst: Goose Island 312 Urban Wheat Ale, Stiegl Grapefruit Radler, Boulevard Brewing Co. Tank 7 Farmhouse Ale, White Birch Brewing Berliner Weisse, Shock Top Belgian White. | [Womens Health](http://WomensHealth.com)

**6.** Beets are in season and have been spotted on *Pinterest* in a variety of recipes this month: Beet Chips, Beet Hummus, Ricotta & Beet Grilled Cheese, Ginger Beet Juice, Cherry & Beet Smoothie, Roasted Beet & Orange Salad and even Dark Chocolate Beet Brownies!

**8.** An interesting, Korean-inspired flavor combination: Jackfruit & Kimchi. *Vegetarian Times* magazine features Jackfruit Bulgogi & Kimchi Tacos including brined jackfruit, kimchi juice, teriyaki sauce, green onions and sesame oil, served in warm tortillas.

**10.** *Clean Eating's* top 5 Clean Snacks: Lundberg Organic Sweet Chili Rice Cakes, Blue Monkey Wasabi Coconut Chips, Earth Balance Vegan Buttery Flavor Popcorn, Bare Fruit Organic Cinnamon Apple Chips and Navitas Naturals 3 Berry Cacao Nib Cashew Trail Mix which contains a unique blend of goji berries, mulberries, cacao nibs, golden berries and cashews.