

10 Things You SHOULD KNOW NOVEMBER 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.

Popular new products flying off the shelves at your natural foods market: EatPastry Vegan Cookie Dough, Beanfield Nacho Vegan Chips, Califia Farms Original Almond Milk and Sweet & Sara Vegan Marshmallows. | *Vegetarian Times*

3.



Quince are in season. Astringent, fragrant and tart with pear and apple notes, this fruit is traditionally popular for jams, jellies and preserves. *Pinterest* shows spread recipes featuring quince including Spiced Quince Jam, Pear-Quince Butter, Quince Chutney, as well as several dessert recipes like Quince Almond Cake, Quince & Fig Cobbler and Quince & Vanilla Sorbet.

5.

Organic fruits and veggies can significantly boost your overall health, according to *Prevention*. All-organic diets deliver the antioxidants of two extra servings of fruits and veggies daily. Organic produce contains 20-40% more disease-fighting antioxidants which can help boost heart health, protect skin from the sun and decrease muscle pain.

7.



Functional beverage recipes to keep you calm this winter: Chaos-Calming Tea made with chamomile and apple can relieve stress and promote calm sleeping. Heart-Healthy Smoothie combines banana and pumpkin boasting a large dose of potassium to keep blood pressure balanced. Pain-Fighting Cooler contains herbs (like mint and lemon) to fight aching pains and keep you hydrated and energized. | *Women's Day*

9.

Top five on-the-go snacks honored by the *Cooking Light 2014 Taste Test Awards*: Clif Mojo Dark Chocolate Cherry Almond Trail Mix Bar, Angie's Boom Chicka Pop Sea Salt Popcorn, Stonyfield Organic Nonfat Strawberry Greek Yogurt, Emerald Cocoa Roast Almonds and Justin's Chocolate-Hazelnut Butter 80-Calorie Packs.

2.



Pies are popping up everywhere this month, just in time for the holiday season. Flavors include Bacon Apple, Caramel Walnut, Dutch Apple Pear Raisin, Sweet Potato, Sour Cherry & Cranberry, Apple Blackberry, Strawberry Pretzel and Green Chile Apple and Ginger Pear Apricot.

4.

Exotic mushroom varieties offer unique flavors: Nameko have an earthy, fruity flavor. Pioppini are intense with peppery notes. Maitake contain notes of roasted chicken. Chanterelle have a nutty, sweet flavor. Lobster resemble a seafood-like sweetness, and King Trumpet are buttery, sweet and meaty. | *Saveur*

6.



Dessert spotting: camouflage-decorated sweets. Baskin-Robbins' Camo Ice Cream and Camo Waffle Cone and Duff Goldman Camouflage Premium Cake Mix launched earlier this fall. In 2013 Jelly Belly launched Camo Beans (with flavors inspired by the colors of nature) and this February expanded the line to include Pink Camo Beans.

8.

High-end cocktails all bottled up. Craft House Cocktails launched a line of pre-bottled cocktails inspired by classic favorites. Flavors include Moscow Mule featuring organic ginger beer and real cane sugar, Paloma featuring homemade ginger soda and tequila from Mexico and South Side featuring small batch white wheat gin and lime. | *Crafthousecocktails.com*

10.

Mini meals are gaining in popularity with 21% of consumers eating on-the-go snacks and 28% saying they eat four or five smaller meals daily. Mintel shows more than 250 new product launches with the on-the-go claim in just the past year. | *Mintel*