

10 Things You SHOULD KNOW

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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!



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1. Drinkable Plants
Step aside coconut, there's a new water in town. Bamboo water is one of the most recent plant waters to hit the market offering a low calorie, low sugar, sodium-free option for hydration. Its unique quality is its distinguishing nutrient, silica (essential in creating a maintaining structural support in the body). Bamboo Beverages Bamboo Water is made using a cold-press extraction process which utilizes the plant leaves that are normally discarded during harvest. | *DrinkBamboo, Mintel*

3. Frozen Flavors

Popshop, an artisan ice pop company takes the classic Popsicle up a notch. PopShop pops are hand-made with organic sugar and farmers' market seasonal produce wrapped up in a compostable wrapper. Interesting flavors on the menu include Amaretto White Peach, Chili Chocolate, Lychee Peachy, Persimmon Pudding, Nectarine Almond, Avocado Lime and Lemon Basil. | *PopShop*

5. Morning Heat
The Bacon & Chicken Waffle on the menu at Chicago Waffles features an in-house made, spicy syrup. The recipe includes a combination of roasted ancho chili peppers and red chili flakes which is then steeped and strained from a sweet heat experience in the A.M. | *Chicago Waffles*

7. Creative Flavor Spotting

Salt & Pepper Cookies with Strawberry Lemonade Jam is one of the many interesting flavor combinations found at Momofuku Milk Bar bakery. Chef Christina Tosi's inspiration came from her childhood dream to open a bakery. Other creative cookies include Cornflake Marshmallow Chocolate Chip, Blueberries & Cream and Compost which includes a mash up of pretzels, oats, potato chips, coffee, butterscotch and chocolate chips. | *Food & Wine*

9. Mixing Up Breakfast
Brûléed Eggs: a technique that involves torching the tops of soft-boiled eggs that results in sweet, slightly caramelized, fudgy-like yolk centers. | *bon appétit*

2. Artisan Salts

The movement of artisan salts has sparked several companies across the country taking advantage of their local waters: Alaska Pure Sea Salt Co. produces thin-flaked, sea salt flavored with local Sitka spruce. Maine Sea Salt Co. is known for its hickory-smoked sea salt that comes from Maine's Buck Harbor. Lightly Salted's sea salt is created using the Pacific Ocean and flavored with seaweed from nearby beaches. | *Food & Wine*

4. Dessert-Inspired Coffee
Starbucks recently introduced a line of blended beverages inspired by customers' favorite desserts. The indulgent mix of flavors includes: Cinnamon Roll, Lemon Bar, Caramel Cocoa Toffee, Red Velvet Cake, Cupcake and Cotton Candy. In a current voting survey, on *Frappuccino.com*, Caramel Cocoa Toffee is in the lead for the fan favorite flavor. | *Starbucks*

6. Fig Flare

Figs are in season! Pair them with your next recipe to add a seasonal flare. *Bon appétit* suggests Fig & Thyme Jam, Sweet & Salty Fig Toast, Fig & Goat Cheese Pizza, Pickled Fig, Robiola & Pistachio Oil Crostini, Cornmeal Crepes with Figs & Pears and Radicchio Salad with Beans, Figs & Walnuts.

8. Health for Furry Friends
The pet care category is touting similar trends we're seeing in food and beverage. Recent product claims include high protein, antioxidants, probiotics, ancient grains, exotic meats and an improved or unique flavor. Pet owners are monitoring the diets of their furry friends by looking for these claims; 44% of cat owners and 51% of dog owners bought specialty pet nutrition products last year. | *Food Technology*

10. Top 10 Energy Foods
Looking for a boost? According to *Prevention*, eating two of these foods daily can provide you with the energy you need: oats, salmon, almonds, quinoa, avocado, lentils, turkey, gojibberries, kale and blueberries.