

10 Things You SHOULD KNOW

AUGUST 2015

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!



1900 Averill Road, Geneva, IL 60134
630.578.8600 | www.fona.com

1.

A Brew For Me & You

The recent boom of American craft breweries (there are more than 3,600, with 1,700 more in the works) has sparked a trend of regionality among the X. Most brewers have previously imported malts from Europe but are now working with regionally specific wheats, barleys, ryes and even millet. | *Food & Wine*

3.



Caffeinated Yogurt

Alpina Foods recently launched the first-ever line of yogurt infused with coffee. Alpina Café Selections combine Greek yogurt and real Colombian coffee while offering 12g of protein and only containing 120 calories. Flavors include: Mocha, Caramel Macchiato, Vanilla Latte and Coffee. | *PR Newswire*

5.

Plant Protein

Pea protein is making a fast impact on the food and beverage industry. In fact, food and beverage product launches containing pea protein saw an increase of 50% between 2013 - 2014. This plant-based protein goes along with current consumer eating trends like gluten-free, vegan and high protein. Categories pea protein has been seen in include snacks, desserts/ice cream, bakery and processed meat and fish. | *Mintel*

7.



Young Greens

Organic juice company Daily Greens recently introduced its cold-pressed Half Pint juices inspired by founder Shauna Martin's 10 year-old son. The juices are targeted towards children combining kid-friendly fruits like banana and strawberry with greens to encourage children to consume more fruits and veggies. Daily Greens donates \$0.10 from each bottle sold to the Whole Kids Foundation. | *Food Technology*

9.

J is for Juniper

We're spotting Juniper this month: Food & Wine included a pork chop recipe featuring fennel and a juniper-garlic sauce, Caledonia Spirits launched this spring their Bar Hill Gin featuring juniper berry and raw, northern honey, and Pinterest highlights a Berry, Rosemary & Juniper Gin Fizz cocktail. | *Food & Wine, Mintel, Pinterest*

2.



Creative Ice Cream

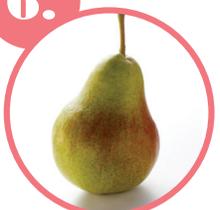
10Below Ice Cream's signature ice cream roll blends Asian flavors and techniques to provide a unique experience for ice cream goers. Ice cream is served in rolls instead of scoops! The concept is inspired by the streets of Thailand and each batch is made-to-order, turning liquid cream to ice cream in less than two minutes using a cold plate. Flavors include: I Love You a Latte, Honey Boo Boo, S'mores Galore, Key Lime Pie and Matcha Made in Heaven. | 10belowicecream.com

4.

U.S. Health Nuts

Consumers are demanding healthy options when it comes to their diet choices. According to *Innova Market Insights*, more than half of all U.S. food and beverage product launches in 2014 used a health positioning of some kind (well ahead of the global average of 40%). Top claims include low-calorie, low-fat, low-sugar and low-sodium.

6.



Pears are in Season!

Pears are in season! In everything from desserts to cocktails to salads, we are spotting them all over the menu. There has been a 48% increase in pear flavored menu mentions within the past five years with the most mentions in the beverage section. Mentions include: Monin Pear Coffee at *Cheeburger*, Field Greens with Brittle Pear Wafers at *Sanford* and Pecan Crusted Chicken with Pear Chutney & Fresh Arugula at *Gordon Biersch Brewery* | *Mintel*

8.

Vegetarians on the Rise

Younger consumers are the leading adopters of vegetarian diets, according to SPINS survey data. 13% of Millennials are vegetarian and 4% are vegan, choosing to love their veggies more than any other generation.

10.

Trick to Healthy Shopping

An apple a day can keep the hunger away. A study in *Health* found that people who ate an apple before grocery shopping bought 28% more fruits and veggies than those who snacked on a cookie.