

# 10 Things You SHOULD KNOW

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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. Salted Caramel Makes Its Way into Cheddar Cheese

When you are making up your cheese boards this holiday season, stop by Aldi. They introduced two seasonal cheese varieties—salted caramel and cinnamon apple cheddar cheeses.

## 3.



## A Fresh Take on Fresh

A company called Farmer's Fridges is taking the concepts of farm to table to a whole new level. They have turned vending machines into veggies machines by creating kiosks with salads made fresh daily. Even better—the unsold salads are donated to a local food pantry. Salads include Sweet Potato Harvest Salad, Lemongrass Chicken Salad, and Shaved Veggie & kale and many more.

## 5. Foods Can Boost Your Mood

According to the October issue of Health Magazine: leafy greens, seafood, beans, nuts and dark chocolate are recommended adds to your grocery list with researchers finding that higher consumption of fiber, whole grains and produce having protective effects and mood boosting abilities.

## 7. Pass the Mustard

This centuries-old condiment can bring a burst of spicy/sweet/sharp/mellow/hot flavor to just about any food. New varieties of mustard include: beer, smoky chipotle, whole grain, and dill. | Weight Watchers

## 9. The Beet is On

Bring a bottle of beet juice with you on your next workout. New research shows that drinking about one glass daily may make exercise feel easier. Nitrates in beets lower blood pressure, which means your heart doesn't have to work as hard to pump energy boosting blood and oxygen to muscles. | Prevention

## 2. Your Daily Dose, Without the Pills



Erzo is a Prenatal Vitamin cookie with no artificial sweeteners, 0g trans-fats, 100% whole grains and non-gmo. It was created to reinvent the way you take vitamins by putting your complete daily dose of prenats into 3 yummy biscuits. They are available in 4 flavors—oat, apple cinnamon, strawberry Greek yogurt and ginger.

## 4. Farm-to-Air

You've heard about Farm-to-Table, but what about Farm-to-Air? JetBlue and TerraChips just announced the Terminal 5 (T5) Farm at JFK airport, a blue potato and produce garden with 24,000 square feet of potato plants, herbs, arugula, beets and more, with an expected yield of 1,000 pounds of potatoes per harvest. The crops will go to some of T5's restaurants and local food pantries with the eventual goal of the potatoes going to some of the Terra Chips served on-board Jet-Blue flights. | Well and Good

## 6. Solid Gold



"Introducing cured egg yolks, the best thing to grate since parm." At the Restaurant at Meadowood in St. Helena, Chef Christopher Kostow, cures yolks over everything from asparagus to smoked eel. It's a hint of richness, an element that clicks other ingredients into focus. "It adds a unique, salty, fatty component to a dish, a depth of flavor." | Bon Appetit

## 8. Fruit from the Upside-down Tree



The African fruit baobab is making its way into new product introductions in North America. From trail mix, cereal, chocolate and snacks like Baobites—which are described as "deliciously addictive," and hail more antioxidants than blueberries.

## 10. Salsa - Think Outside the Bowl

Yes, salsa is a great match for tortilla chips, but its signature blend of tangy and spicy also makes it a versatile flavor enhancer in all kinds of dishes. Martha Stewart recommends pairing salsa with mussels and wine, with eggs for a salsa and spinach frittata and a salsa BBQ sauce to spice up your grilled meats. No wonder the condiment is now more popular than ketchup.