

# 20 TREND 16 INSIGHT



## THE INGREDIENT HOT LIST: Health and Wellness

*“If you can stand the heat, get in the kitchen”*

This is the mantra of our INGREDIENT HOT LIST, which has been cooked up just for you, to inspire creative product development. These are the ingredients worth savoring, studying and experimenting with. This week, we’re diving into health and wellness. Let’s look at hot ingredients in packaged food that address the health and wellness needs of consumers.

**More and more, consumers view their food as the pathway to health, and ingredients with a purpose are often a driving force behind this.**

When it comes to improving processed foods, consumers prefer the addition of ingredients with proven health benefits as opposed to just adding nutrients. This mindset change extends to how consumers are now managing their weight and overall health. Instead of restricting calories or diet products, their focus has turned to eating whole foods and nourishing the body. The nutrient-dense ingredients below will meet the consumer demand for “clean”, flavor, and functional health.



## Turmeric

While turmeric is widely known as a spice in Indian cuisine, it is more superfood than super spice due to off the charts anti-inflammatory properties. Turmeric helps in sports recovery and also helps protect against several cancers, Alzheimer's disease, heart failure, diabetes, and arthritis. While many of those conditions might align more with Older Boomers/Seniors, turmeric is also finding a place with younger consumers in smoothies, curries, juices, supplements and even some childhood favorites. Recently Kraft announced it had changed the source of the orange color of its beloved macaroni and cheese from food color to turmeric, paprika and annatto.

### SEEN & SPOTTED\*



Navitas Turmeric Tamari Superfood+Almonds is an on-the-go, convenient product that features savory seasoned almonds combined with the ancient medicinal herb turmeric and tamari to deliver nutrition and flavor



Turmeric Brooklyn Beet Elixir is a sports recovery beverage that claims to elevate physical performance and boost sustained energy. Described as "yoga in a bottle," it contains 16 grams of the highest quality organic Hawaiian turmeric per serving.



Rebbi Super Herbs Turmeric Golden Milk Super Herb Elixir is made of whole turmeric root, coconut milk and honey. The product is USDA organic certified and an ethically sourced product.



Wild Zora Foods meat- and vegetable-based savory snack bars are available in varieties like chili beef with kale, apricot and cayenne pepper; Mediterranean lamb with spinach and turmeric; and curry masala turkey with spinach, dates and cardamom.



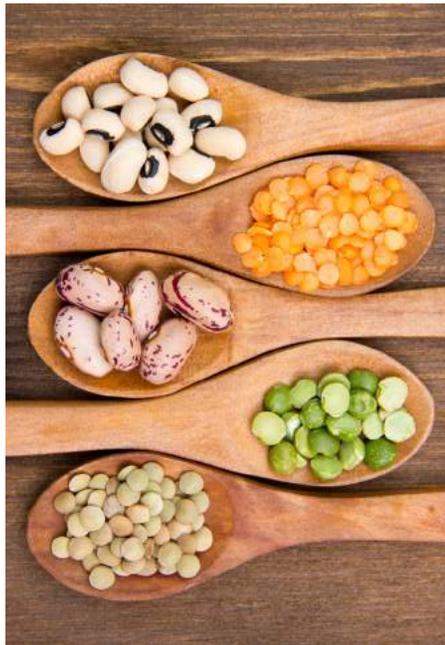
Red Ace Organic Beets and Turmeric Supplement pack 2 beets into each 2 oz. bottle for a shot of health and energy to get through the day.

\* U.S. products unless otherwise noted



# Pulses

A category comprising dried legumes like peas, beans, chickpeas and lentils; pulses are revered for their high plant protein content, low glycemic index, and high fiber profiles. With 2016 deemed the Year of the Pulse by the United Nations, these little darlings of both nutritionists and health-conscious consumers have more than a steady pulse when it comes to popularity. Case in point: the green split pea has sprouted a 126% growth in new food and drink products between 2014 and 2015.<sup>1</sup> Pulses have the potential to boost the nutritional value of processed foods like snacks and breads so loved by consumers all over the world as well as the fiber content in low sugar products.



**TOP TEN PULSES USED IN GLOBAL LAUNCHES OF FOOD AND DRINK PRODUCTS, 2013-2015**

Pulse	%
Black Gram	25
Red Lentil	16
Actzuki Bean	9
Green Lentil	9
Yellow Split Pea	8
Dried Peas	3
Brown Lentil	2
Green Split Pea	2
Coral Lentil	1
Red Lentil	1

Source: Mintel GNPD

## SEEN & SPOTTED\*



The Good Bean Chips Zesty Ranch Bean + Kale Chips (Canada) are made with a nutritious blend of chickpeas, navy beans, red lentils and pea protein, to which have been added the superfood kale.



Silver Hills Sprouted Organic Ancient Grains Bread (Canada) is made with a hearty blend of 21 ancient grains and seeds, and also green and red lentils.



Natural Nectar Gluten Free Sea Salt Croutons are made from legumes including 50% garbanzo beans.



Explore Cuisine's organic, gluten-free and vegan pulse pastas are made in Italy from green lentils or chickpeas. Lasagna, spaghetti, fusilli or penne round out the offerings.

\* U.S. products unless otherwise noted

## Sea Vegetables

Meet the new chicken of the sea. With a huge source of consumer demand for plant protein along with iodine and calcium, sea vegetables are winning over consumers, whether they know it or not. Sea vegetables, like dulse and spirulina, are also loaded with health benefits. Manufacturers and chefs are finding unique, and sometimes hidden ways to incorporate it into applications. Consumers haven't completely warmed to the idea of sea vegetables, but concepts like seaweed-flavored butters and even seaweed craft beers are reeling them in little by little. Interesting to note that between 2012 and 2015, seaweed is being called out in the product description 100% more often.<sup>2</sup>

### SEEN & SPOTTED\*



Atlantic Kitchen Super-Greens Minestrone with Sea Spaghetti Seaweed (UK) is a microwaveable product boosted with superfood seaweed. Described as a flavorsome, filling bowlful of spinach, lentils and wild sea spaghetti, this product is free from dairy and gluten, and is said to be good for a healthy metabolism.



Ocean's Halo Almond Seaweed Strips blend sweetness, sliced almonds and seaweed and in a healthy, easy to eat strip. Available in a resealable bag for consumers' busy lifestyles.



Marshall Wharf Brewing in Maine has made the most out of the local bounty of the sea by adding sugar kelp to their craft brews. The kelp kisses the malt with salt and the result is rich caramel noted Scotch ale with oceans of flavor. Talk about making the most of what is right outside your door.

San Francisco gem La Folie is taking seaweed to a whole new level. Pig skin is deep fried chicharron style with flecks of seaweed and served with warm Dungeness Crab and Trumpet mushrooms for a true taste of the sea.



\* U.S. products unless otherwise noted

## Tiger Nut (Chufa)

Well known because of the classic Spanish non-dairy drink horchata, the tiger nut is not a nut but a tuber. An excellent healthy good fat high in monounsaturated fats, the tiger nut offers the same cardiovascular health benefits as olive oil. Tiger nuts also have the benefit of satiety, even more than white or sweet potatoes and their prebiotic effect (helps growth of healthy bacteria in the lower gut) has Paleo followers sold. With the healthy profile of non-dairy milks inspiring 34% of consumer purchases, expect to see the tiger nut to only add to this demand.<sup>4</sup>



## SEEN & SPOTTED\*



Organic Gemini TigerNut Horchata depends on starchy tiger nuts for prebiotic fiber (7 grams). Blended with water, broccoli leaves, kale, lemons, parsley, ginger and sea salt.



Organic Gemini Tigernut Oil is cold-pressed to ensure it maintains all of the nutritional value and sweetness of the tiger nuts.



Califia Farms Classic Cinnamon Pure Horchata blends Ricemilk, Tigernutmilk, and Almondmilk and is said to be free from GMOs, saturated fats, soy, dairy and gluten.

\* U.S. products unless otherwise noted

# ADAPTOGENS

The new superfoods, adaptogens are ingredients that help the human body adapt to stress, which means that they could be the next big thing. While the most familiar adaptogen is ginseng, we are going to highlight a few others that are red-hot.

## Reishi Mushrooms

The king of the adaptogens, reishi's claim to fame is its ability to detoxify the liver and aid in stress reduction while providing nerve and immune system support. It's said that the more consistently reishi is consumed, the better it performs.



## SEEN & SPOTTED\*



Mudra Mushroom Naturally Flavored Orange-Raspberry Green Tea is made with chaga and reishi mushrooms.



Sotru Organic Fermented Medicinal Mushrooms are said to support healthy immune response and daily calm. Reishi joins cordyceps, shiitake and turkey tail in the list of mushrooms included.

\* U.S. products unless otherwise noted

# Moringa

Moringa oleifera is said to be a tree with super beauty, food and beverage powers. Moringa has more of the plant hormone zeatin than any other and the hormone's potential in anti-aging is its claim to fame. Loaded with zinc, Vitamins A,B, C and more, moringa's benefits are being realized in skin, hair, and nail care offerings but it is slowly making its way into food and beverage categories, namely teas and juices.<sup>5</sup>



## SEEN & SPOTTED\*



Luli Tonic Luli Tonix Green Mylk is a dairy-free, functional product made up of date-sweetened cashew milk blended with raw spinach and boosted by superfood moringa, lemon peel, olive oil and Himalayan salt.



Aloha Superfood Cereal Crunch Chocolate Bar is handmade and contains unrefined coconut sugar, with fruit and veggies like peas, blueberries, and spinach along with moringa and 60% cacao.



Ample Contrall Herbal Tea is comprised of moringa, bitter melon, inositol, chaga, and viscum album.



Beyond Meat Meat Beast Burger is made with 100% plant protein and said to capture the taste, texture and nutrition of meat. The product is formulated with pea protein isolate and the Beyond Nutrient Blend, which comprises of sea buckthorn, shavegrass, moringa leaf, beet juice, mesquite and pomegranate seed, and claims to deliver generous amounts of calcium, vitamins B6, B12 and D.

\* U.S. products unless otherwise noted

## Maca

Part of the adaptogen family, maca is a root whose benefits extend to energy and mental health. Prized by the Peruvians for over 2,000 years, maca is vitamin-rich, boasting B2, B3, B6 and C along with magnesium. These vitamins give maca its energy boosting reputation and it has quite a following in the energy drink sector despite the fact it doesn't contain caffeine. Maca does caffeine one better as it provides an even flow of energy compared to the peak and crash of caffeine. And its possibilities as an anti-depressant make maca an interesting prospect for the food and beverage markets.<sup>6</sup>



### SEEN & SPOTTED\*



Rebb'l's Cold-Brew contains the maca plant, which it describes as 'the premier Andean adaptogen, traditionally used to enhance vitality, stamina and energy in the high target altitude Peruvian plateau. It also claims to help support: healthy energy levels; stamina and endurance; and a healthy stress response.



Jem Cinnamon Red Maca Sprouted Almond Spread, previously known as Jem Superfood Series, is a creamy blend of warm cinnamon, coconut sugar and raw maca.



REAL Foods Rawkin Raw Organic Chocolate is packed with anti-oxidants from cacao, goji berries, spirulina and maca.

\* U.S. products unless otherwise noted

## Job's Tears

Move over quinoa, amaranth and any other trendy gluten-free grain—meet Job's Tears. Almost looking like a pale black-eyed pea, Job's Tears is sometimes called coix seed or Chinese Pearl Barley and is not that easy to find just yet. Job's Tears are traditionally used in Chinese medicine to make a tea that helps with digestive conditions but also is being studied for its positive help in fighting skin allergies and even cancer. With a slightly nutty taste and a bowl full of health benefits, this is one gluten-free grain that is worth the hunt.



## SEEN & SPOTTED\*



L.A. famed restaurant Baroo chef, Kwang Uh makes a noorook (Korean koji) porridge of Job's tears, farook and farro that turns pink from the addition of beets.<sup>7</sup>

\* U.S. products unless otherwise noted

# Cauliflower

Cited by Forbes as the “next kale,” cauliflower’s healthy profile certainly makes it a contender for the title.<sup>8</sup> Cauliflower has glucosinolates, which more than do their part in limiting the growth of some cancers.<sup>9</sup> And Pinterest certainly has no shortage of pins with whole heads of cauliflower roasted in Indian spices like cumin or ras el hanout. Cauliflower is also made into rice or pizza crust. However with rising prices, finding the next kale might be harder than consumers think or want to finance.<sup>10</sup>



## SEEN & SPOTTED\*



Coop Blomkålsris (Cauliflower Rice / Sweden) is described as a tasty alternative to rice, pasta and potato. The ready to use product comprises finely diced cauliflower.



Beyond Meat Vegetarian Indian Curry comprises Beyond Chicken strips, roasted red potatoes, roasted cauliflower, green peas, lentils and red quinoa in curry sauce.



Whole Foods Market FIT Green Garbanzo Cakes with Mashed Cauliflower and Lemon-Roasted Carrots are now available.



Trader Giotto's (US) Organic Riced Cauliflower can be used instead of pasta or rice and is contains just cauliflower and salt.

\* U.S. products unless otherwise noted

## Plant Waters

It is no secret that coconut water was the “it” child in the beverage sector. Riding on the plant tails of coconut water are cactus, artichoke, watermelon, birch, bamboo, and maple waters —with all promising health benefits that will transform. Some plant waters tout skin care benefits, lower sugar, and high vitamin and mineral content, or the ability to rebuild connective tissue. Regardless, consumers are clamoring for plant waters, especially with natural ingredients. More than 60% of consumers look for “nothing artificial” in their bottled waters and plant waters often fit the bill.<sup>11</sup>

## SEEN & SPOTTED\*



Cali Water Wild Prickly Pear Cactus Water is from the Opuntia cactus that grows prickly pear, with vital nutrients and naturally occurring electrolytes to support hydration.



Coming in June 2016 is DRINKmelon from the makers of DRINKmaple. Containing just USDA organic watermelon, DRINKmelon is committed to source its ingredients from Vermont to boost the local economy.



Arty Artichoke Water is pure, all natural and vegan. The low-calorie product contains essential vitamins and minerals, electrolytes, and provides a source of fiber.



Verday Chlorophyll water offers 100mg of chlorophyllin a bottle, equal to two shots of wheat grass, four cups of spinach or twelve cups of arugula.



Buddha Water Cranberry Flavored Sparkling Water (UK) is a sparkling birch sap drink with cherry flavor

\* U.S. products unless otherwise noted

## Camu Camu (Myciaria Dubia)

A berry that is found in the Amazon rainforest, the camu camu berry is a small, red berry that ounce for ounce has at least 30 times more Vitamin C than a single orange. Bursting with phenolic compounds and carotenoids, camu camu has immune system super powers thanks to Vitamin C.<sup>12</sup>



### SEEN & SPOTTED\*



Health-Ade Power Greens Kombucha is a bubbly probiotic super tea and said to be a special union of natural botanical superfoods and raw, organic kombucha with a mix of maca root, aronia berry and black currant.



Sunfood Super Foods Raw Organic Camu Camu Powder is described as a tangy superfood boost for smoothies and juices.



Lakewood Basics Cold Pressed Organic Rebuild Juice is made with 100% organic beet, pomegranate, purple carrot, apple, cranberry, and camu camu juices.

\* U.S. products unless otherwise noted

## FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

### CONTACT OUR SALES SERVICE DEPARTMENT

at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).

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