

## Cauliflower Takes Center Stage

*So long avocado, adios kale! There's a new vegetable taking over—the cauliflower.*

Over the past few years, the vegetable once considered boring has been showing up on menus in some innovative ways. Low in both price and calories, this vegetable is versatile. We're seeing the flavor of cauliflower in everything from rice and pizza crust to chocolate cake (baked with cauliflower flour.)

"Everyone is having fun with cauliflower," says Kimpton Hotels & Restaurants executive Alex Taylor. For the past few years, San Francisco-based Kimpton has conducted a poll of the chefs, sommeliers and bartenders at its nearly 70 locations to provide a timely snapshot of food and beverage trends across some 30 cities nationwide. The latest report suggests a significant coup in the cruciferous department: "Kimpton chefs agree that cauliflower is the new kale."



# Cauliflower is Everywhere

## PINTEREST

The options for cauliflower appear endless when perusing pins on Pinterest. If you are looking to go low-carb, there are recipes for pizza crusts, breadsticks, twice-baked 'flowers and even alfredo sauce made from cauliflower. Pins for cauliflower as a side dish and center-of-the-plate are also popular with cauliflower cheddar soup, cauliflower quinoa meatballs and crispy coconut lime baked cauliflower tacos.

## FOOD.COM

Over 3,700 recipes for cauliflower appear on food.com. The majority of the recipes include roasting, soups and mashed with unique flavors like curry, Dijon, buffalo and with herbs like cilantro and thyme.

## FOOD NETWORK MAGAZINE SPOTLIGHT

In the March 2016 issue of *Food Network Magazine*, they feature an article called "Cauliflower Undercover" where they feature smart (and somewhat sneaky!) ways to serve cauliflower.

*Recipes include:*

- Pizza with Cauliflower Crust
- Roasted Cauliflower Steaks
- Cauliflower Melt
- Cauliflower Chorizo Burritos



*Cheesy Pesto Flat Bread*



*Cauliflower Alfredo*

## Recipes on Twitter

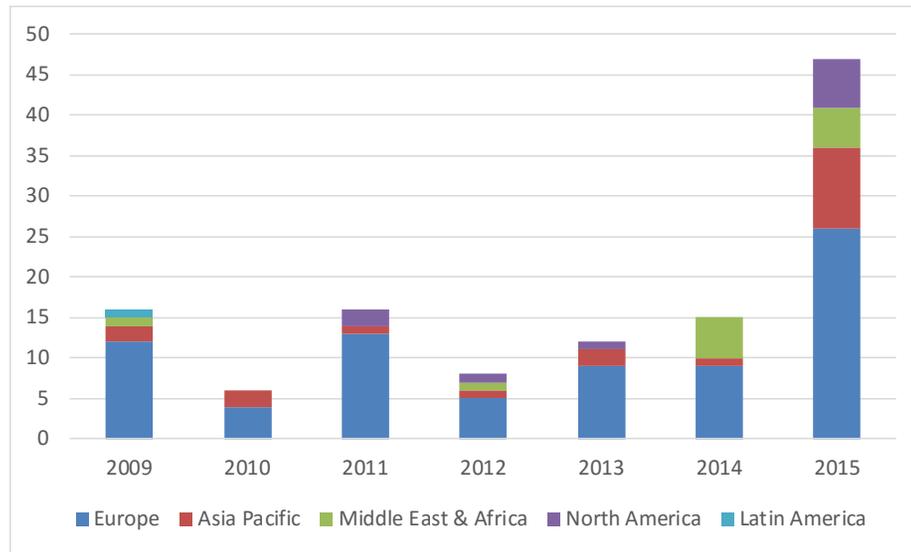
- Health Magazine: Cauliflower Tater Tots
- Delish: Cheddar Cauliflower Popcorn as the low-carb snack of your dreams
- Eating Well: the most popular pin of the week on Pinterest: Cauliflower & Kale Frittata
- Cooking Light: Cauliflower Alfredo
- Food Republic: Cauliflower Cheese with Roasted Cherry Tomatoes
- PBS: Cheesy Pesto Cauliflower Flat Bread

# Cauliflower's Growing Globally

Europe is leading the way in cauliflower new product introductions with almost an 189% increase from 2014-2015. Taking a look on a global scale, there has been a 213% increase in new products. Baby food is the leading category with more than 24% of all new products launched followed by wet soup and dry soup with 20% and 18% share respectively.

North America accounts for only 10% of all new cauliflower flavored product introductions. In 2014, there were no cauliflower flavored new products launched and there were 6 new products in 2015. These products include salad kits, mashed potato and cauliflower blends, veggie cups and snacks.

## Global Cauliflower New Product Introductions 2009-2015



Cauliflower Pasta: Norway



Cauliflower, Kale & Leek Melt: Ireland



Fresh Butter Chicken with Cauli Rice: South Africa



Freeze Dried Cauliflower: S. Korea



Cauliflower Crust Pizza: US



Truffle Parmesan Roasted Cauliflower Cup: US

## Cauliflower on the Menu

Q3 2009-Q3 2016

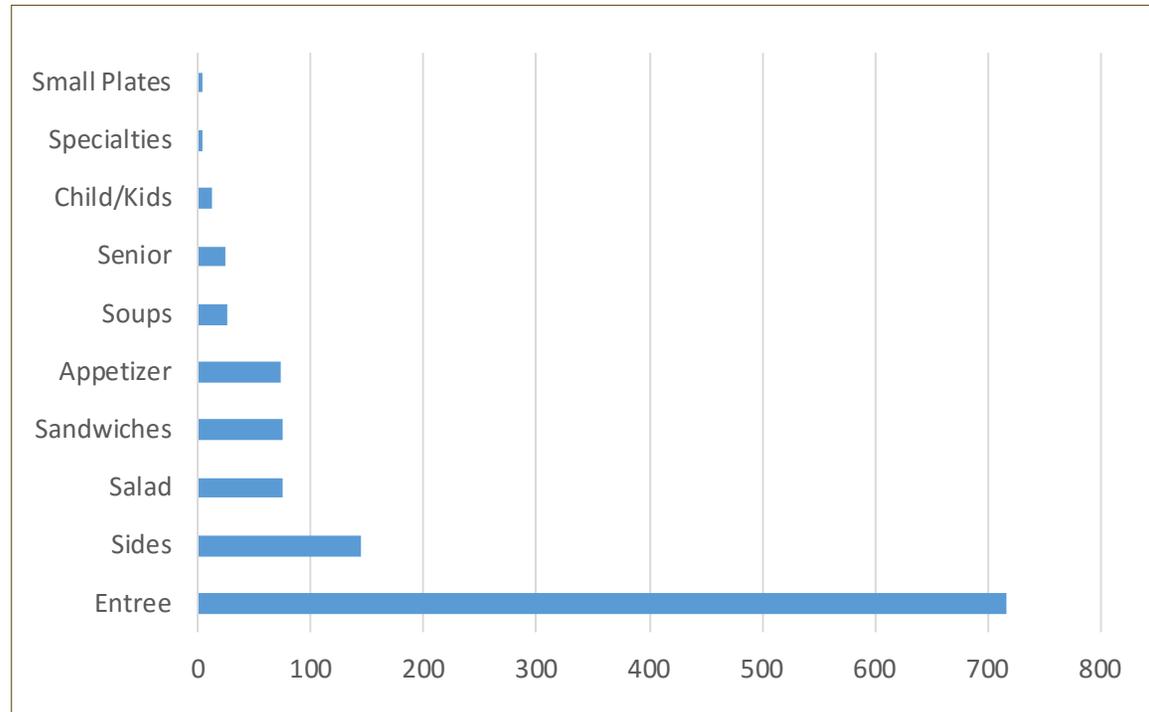
- Pickled scallops with cauliflower mousse, *Gunshow*
- Roasted cauliflower, pickled peppers, pine nuts and mint, *Girl and the Goat*
- Seared cauliflower with duck fat and a garlic tahini sauce, *Byblos*
- ToTo pizza—gluten-free cauliflower crust topped with fresh mozzarella and diced tomatoes, ribbons of basil and a balsamic vinaigrette, *Prufock Pizzeria*



Cauliflower on the Menu: Top Menu Sections

1,149  
MENTIONS

CASUAL  
DINING  
TOP RESTAURANT  
SEGMENT





## 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. From concept to manufacturing, we're here every step of the way.

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

### SOURCES:

*Mintel GNPD*

*Mintel Menu Insights*

*ElleUK.com*

*Food Republic*

*Food Network Magazine*

*Pinterest*

*Twitter*

*Food.com*