

# 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.

## Goodbye, Gluten

Nearly 50 million Americans says they are trying to cut back on foods with gluten, such as breads and pastas made with wheat, rye and barley. Based on searches on the All Recipes website searches and social media posts, they can tell their consumers are interested in going gluten-free as well. There was over 312,000 searches for gluten-free recipes this year.

3.

## In a Pickle

The latest "it" flavor expanding beyond the jar is dill pickle. From kale chips, popcorn, cashews and even pickle-flavored brine for cocktails—consumers are able to have their favorite snack in more ways than one! | Food Network

5.



## Move over, wine snobs

Millennials are disrupting wine marketing. The age group is out-guzzling Baby Boomers with 36 percent of wine drinkers in the U.S. compared to Boomers' 34 percent, according to the Wine Market Council. And to appeal to these Millennials, wine brands are busy crafting innovative packaging, clever labels and more approachable messaging.

7.

## Hops Beyond Beer

Hops—plant buds that make beer pleasantly bitter—have leapt from glass to plate. Inventive chefs now use hops to lend piney citrus notes and astringency to mustard, sausages, and beef and beer stew. | Cooking Light

9.

## Scrumpt Box

Making your kid's lunch just got easier. Scrumpt box is a lunch-kit delivery system that arrives on your doorstep weekly. You just choose your lunches, receive weekend delivery and they are ready to assemble. The kits include 3-5 individually packed lunch kits with everything (napkins, dried fruit, spoons granola etc.) but the refrigerated staples. Kits start at \$19.

2.

## Turmeric by the Glassful

Turmeric's claims include natural medicinal properties. Some studies have found that it may help prevent indigestion, blood clots, and other ailments. In the October 2016 issue of *Cooking Light* they provide three quick and easy beverages that put the spice to delicious use. They include: dark and limey, turmeric chai latte and turmeric mango smoothie.

4.



## No More Tea Bags

Instant tea, in a spray can. UK-based company, No More Tea Bags, produces an aerosol spray tea made from brewed leaf tea that makes up to 20 cups in an instant. No tea bags, no loose leaves, and no waiting necessary. All one needs is a cup of hot water and two sprays from the can. Flavors include: Original, Earl Grey, and Jasmine.

6.

## Ghee Whiz

Cooks have long appreciated ghee, a type of clarified butter, for its health benefits and ability to stand up to high heat. Fourth & Heart's line has an added advantage: it come infused with sweet and savory flavors including white truffle salt, Himalayan pink salt, California garlic and Madagascar vanilla bean. | Fine Cooking

8.



## Finger Limes

Finger Limes are a micro-citrus originally discovered growing wild in Australia. The interior pulp can best be described as citrus pearls, or citrus caviar. The citrus pearls can be squeezed out of the finger lime and used in any place that you would use a lemon or lime. It goes exceptionally well on seafood and various desserts. The flavor is similar to that of a lemon-lime-grapefruit combo, the juice bursts from the citrus pearls when bitten into. | Eater Chicago

10.

## Doughnuts for Dinner

This loved breakfast treat and guilty pleasure now comes with a savory twist—restaurants across the country are featuring sweet and savory doughnut combos on their menus. From Everything Donuts in NYC offering mini doughnuts with your choice of schmear-like fillings and smoked salmon or BBQ + Bacon Doughnuts at Tom + Chee and Chicken Fried Doughnuts at the Doughnut Lounge in Kansas City—doughnuts have been taken up a notch. | Rachael Ray