



# 20 FLAVOR 17 INSIGHT : NOVEL

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
<b>FEIJOA</b>  	Feijoa, sometimes known as the Pineapple Guava, is a lime-green, egg-shaped fruit with a soft, succulent flesh similar in texture to a pear. Originally a native of South America, the fruit is now grown in California and New Zealand.	Too novel for the menu	Mac's Feijoa & Pear Sparkling Fruit Drink (New Zealand)	Apple
			Danelyan Varen'ye Feykhoa - Feijoa Jam (Russia)	Pear
			La Abuela Mechas Feijoa Menta Yogurt-Feijoa Mint Yogurt (Colombia)	Mint
<b>PICHUBERRY/ CAPE GOOSEBERRY</b>  	Native to Peru, the pichuberry is a small, brightly colored orange berry that looks almost identical to a sun gold cherry tomato. The flavor is described as sweet and tangy. Pichuberry is high in Vitamin D, Vitamin C, and full of carcinogen suppressinng withanolides. Other names include the Goldenberry and the Cape Gooseberry.	Too novel for the menu	Fruttelo Salsa de Uchuva y Jengibre- Cape Gooseberry and Ginger Sauce (Colombia)	Pomegranate
			AH Albert Heijn Doosjevol Super Fruit (Netherlands)	Orange
			Fabindia Organics Cape Gooseberry Conserve (India)	Cranberry
<b>PURPLE YAM/ UBE</b>  	Ube is a purple yam, not to be confused with purple potatoes. Popular in many Filipino desserts, ube (pronounced ooh-bay), has a slightly sweet, almost nutty taste that works perfectly in cakes, cupcakes, ice cream, and so much more. Ube halaya is a sweetened jam made from ube that can be eaten plain or as a spread.	Purple Praline Yams: The Cecil	Nestlé Drumstick Ube Flavoured Ice Cream Cones (Hong Kong)	White Chocolate
		Ube-Macapuno Ice Cream: Sunda	Nanfang Black Sesame Cereals Purple Yam Cereal Meal (China)	Coconut
		Purple Yam Funnel Cake: Longman & Eagle	Magnolia Purple Yam Ice Cream (U.S.)	Cajeta

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<b>LUCUMA</b>  	<p>Beloved by the Incas, lucuma is a super nutritious Peruvian fruit that contains beta carotene, iron, zinc, vitamin B3, calcium, and protein. Its maple-like taste makes it a sweet addition to smoothies, baked goods, and ice cream.</p>	S'Mores with Lucuma Ice Cream: Sushi Samba	TLa Abuela Yogurt Griego Lúcumá - Lucuma Flavor Greek Yogurt (Peru)	Chocolate
		Lucuma Compote & Chocolate Coulis: Paiche	Raw Gorilla Snack Cacao & Lucuma (Belgium)	Coconut
		Matcha Green Tea Crepe with Lucuma Mousse & Spiced Chocolate Sauce: Paiche	Oppo Salted Caramel Ice Cream with a Hint of Lucuma (UK)	Caramel
<b>CLOUDBERRY</b>  	<p>Cloudberry is a relative of the raspberry that can be found in northern climates. The ripe fruits are golden-yellow, soft and juicy, and are rich in vitamin C. When eaten fresh, cloudberry has a distinctive tart taste. When over-ripe, they have a creamy texture somewhat like yogurt and a sweetened flavor. They are often made into jams, juices, tarts, and liqueurs.</p>	Too novel for the menu.	Icelandic Provisions Peach & Cloudberry Traditional Icelandic Skyr (U.S.)	Peach
			Pohjolan Juustola Kerros-Raejuusto Mustikka - Cottage Cheese with Cloudberry and Apple (Finland)	Raspberry
			Absolut Botanik Berry Apple Botanically Flavoured Vodka Drink (Australia)	Apple
<b>TIGERNUT / CHUFA</b>  	<p>Tigernuts are not actually nuts. They are the edible tuber of a plant called nutsedge, which is a weedy groundcover. Appreciated for their high fiber content, tigernuts are about the size of chickpeas but with a very different texture. With a crisp outside and soft, chewy center, these sweet, earthy-flavored tubers are wonderful for more thoughtful munching.</p>	Too novel for the menu.	Organic Gemini Original Tigernut Horchata (U.S.)	Honey
			La Ibense Bornay Tiger Nut Sorbet (Spain)	Almond
			Asahi Slim Up Slim Honey Glazed Nut Flavour Five Nut & Tiger Nut Smoothie (Japan)	Apricot

# 20 FLAVOR 17 INSIGHT : UP & COMING

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
<b>BLACK CURRANT</b> 	<p>A small berry, black currant is a tart, darker cousin of the gooseberry. They are primarily used in jams, syrups, and liqueurs, such as cassis. Fresh black currants are in season June through August; and when shopping be sure to choose berries that are unhulled and plump.</p>	Aged Cheddar with Black Currant and Blueberry Compote: The Publican	McCann's Artisan Collection Black Currant, Almond & Cream Irish Oatmeal	Cassis/Wine
		Black Currant Yogurt: Red Mango	Finnriver Lavender Black Currant Cider	Lavender
		Orange & Black Currant Scone: Skylark	Brookside Connoisseur Collection Merlot Grape & Black Currant Flavour Dark Chocolate	Green Tea
<b>ZA'ATAR</b> 	<p>A spice blend originating in the Middle East, za'atar is most commonly made up of thyme, oregano, sumac, marjoram, and toasted sesame seeds. This earthy, nutty blend is enjoyed in a variety of ways, and is especially delicious with bread or pita and olive oil.</p>	Za'atar Fried Feta: Sarma	Firehook Multigrain Za'atar Baked Crackers	Cheese
		Za'atar Potatoes: Bar Bolonat	Urban Accents Pizza Middle Eastern Seasonings	Chicken
		Brick Oven Chicken and Za'atar Croutons: Paul Martin's American Grill	Sweet Earth Natural Foods Za'atar Veggie Burger	Chickpeas
<b>PISTACHIO</b> 	<p>The pistachio is a pale green nut encased in a hard outer shell. Once the outer shell splits (a sign the nut is mature) the nut can be removed and consumed. Pistachios contain calcium, thiamine, phosphorus, iron, and Vitamin A.</p>	Quinoa, Farro with Pistachios: Venturo Osteria	Blue Bell Camo 'n Cream Ice Cream	Cranberry
		Pistachio Crusted Salmon Salad: Elephant Bar Restaurant	Jérôme Ferrer Garden Pea and Pistachio Gaspacho	Almond
		Pistachio Pineapple Custard: Abbott's Frozen Custard	Trader Joe's Pistachio Pomegranate Crisps	Cherry
<b>FIG</b> 	<p>Figs are the fruits of the fig tree and are native to the Middle East and Asia. They can be eaten fresh or dried, and are used in foods such as baked goods, jams, appetizers and main dishes. Their sweetness often complements savory flavors. Most commercial production is in dried or otherwise processed forms, since the ripe fruit does not transport well, and once picked does not keep well. Raw figs are a good source of fiber.</p>	Fig and Honey Gelato: Yogurtland	Coolhaus Balsamic Fig & Mascarpone Ice Cream	Balsamic
		Fig Donut: Fixe	JAZ Gourmet Food Co. Hazelnut Vanilla Fig Cake Mix	Olive
		Penryn Orchard Figs and Burrata: LuLu Cafe	The Girl with the Grill Fig n' Whiskey Carolina Style Grilling Sauce	Strawberry

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<b>QUINCE</b> 	<p>Quince, a golden-colored pomme is far hardier and astringent than its relatives. However, once cooked the firm white flesh becomes incredibly tender, sweet, and pink boasting heady aromas and flavors like vanilla, citrus, and guava.</p>	Quince & Champagne Sorbet: Tru	Trader Joe's Quince Paste	Apple
		Quince Paste: Avec	Helios Spreadable Quince Paste Fruit Wheels	Pear
		Duck Breast with Quince Jam: The French Room	David's Tea Quince Charming Black Tea	Honey

# 20 FLAVOR 17 INSIGHT : MAINSTREAM

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
<b>PRALINE</b>  	<p>Praline is a confectionary treat or filling comprised of caramelized sugar and nuts. There are two basic variations of praline, a French variety primarily made with almonds, and a Louisiana type made with pecans.</p>	New Orleans Praline Pecan: Kilwin's	Community Coffee Pumpkin Praline Coffee K-Cup Pods	Hazelnut
		Tony's Praline Cheesecake: Tony's	Jérôme Ferrer Fleur de Sel Caramel and Praline Maple Shards Frozen Dessert	Almond
		Housemade Bread Pudding with Praline Sauce: Bennigan's	Scitec Nutrition Jumbo Hardcore Brownie Praline Flavoured Super Complex Muscle Gainer Formula Mix	Raspberry
<b>APRICOT</b>  	<p>The apricot is a smaller relative of the peach, with an outer skin ranging from pale yellow to dark orange. The flesh lacks the juiciness of a peach, and the flavor can range from tart to a gentle, sweet flavor. Dried apricots are a common snack and have high amounts of iron, calcium, and Vitamin A.</p>	Frog Hollow Farms Apricot Tatin: Cut Beverly Hills	Harry & David Moose Munch Special Edition Apricot Mango Moose Gourmet Popcorn	Peach
		Moroccan Spiced Shrimp & Honey Apricots: Elephant Bar and Restaraunt	H-E-B Central Market Organic Apricot Almond Flavored Italian Soda	Apple
		Oatmeal & Rice Porridge topped with Dried Apricots & Raisins: Ann Sather	Chalifoux Riviera Petit Pot Organic Apricot Fruit On The Bottom Probiotic Yogurt	Almond
<b>GINGER</b>  	<p>Ginger is a gnarled, nodular root with a tan outer skin and and flesh that ranged from russet yellow to ivory. The flavor is sharp and peppery, yet slightly sweet. Ginger is widely used in Asian and Indian cuisine. Ginger has many health benefits, especially for digestion.</p>	Norwich Meadow Farm's Carrots with Ginger Butter: Per Se	Prima Ginger + Pistachio Real Food Energy Bar	Lemon
		Hawaiiin Chicken with Honey and Soy Ginger Glaze: Backyard Burgers	Kishr Superfruit Brew Cinnamon + Ginger Beverage	Peach
		Hoisin BBQ Ribs with Red Ginger Slaw: Mikimotos Asian Grill	H-E-B Central Market Coconut Ginger Small Batch Craft Ice Cream	Orange

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## ON THE RADAR: MAINSTREAM

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<b>YELLOW/ GREEN CURRY</b>  	<p>Curry refers to a great number of diverse gravy-based sauces coming from East-Indian origin. The essential ingredient to these sauces is curry powder. Yellow and green curry are Thai varieties of curry. Green curry is the most traditional and features green chilies. Yellow curry is generally a blend of curry powder and turmeric with other spices.</p>	Curry Apple Herring: Aquavit	Numi Organics Savory Tea Carrot Curry Flavoured Tea Infusion	Coconut
		Mango Curry Wings: Rokit Bar & Grill	Chez Victor Curry Mayonnaise	Mango
		Cauliflower Curry Soup: Gordon Ramsey Steak	Van Leeuwen Artisan Limited Edition Selamat Pagi Curried Nuts Ice Cream	Chicken
<b>GRAPEFRUIT</b>  	<p>Grapefruit gets its name from the clustered groups the fruit grows in, similar to grapes. A variety of citrus, grapefruit is about twice the size of an orange and can either have white or pink flesh, with the pink variety being sweeter and less tart than the white.</p>	Sundried Grapefruit Mascarpone Tart: Jean Georges	Blossom Water Grapefruit Lilac Water	Ginger
		Crab Cake, Grapefruit & Avocado: Gulfstream	Project 7 Grapefruit Melon Gourmet Gum	Peach
		Skinnygirl Pink Grapefruit Sorbet: 16 Handles	Yoplait Greek 100 Calories Limited Edition Grapefruit Yogurt	Mandarin Orange
<b>POBLANO / ANCHO CHILI</b>  	<p>It may be surprising to learn that the poblano chili and ancho chile actually come from the same pepper! When its in its fresh, green state its called poblano chili, and in its dried reddish-brown state, its called ancho chili. The flavors of ancho chili are sweet and slightly smokey, whereas the poblano chili is mildly hot and has a rich flavor.</p>	Ancho-Chipotle Chicken: Starbucks	Bee Free Honee Ancho Chile Flavored Apple Honey Sweetener	Chicken
		Warm Ancho Chocolate Cake: Lonesome Dove Bistro	DuClaw Brewing Co. El Kabong Ale	Cheese
		Ancho Salmon Cesar Salad: CoCo's	Imagine Heirloom Beauregard Sweet Potato with Ancho Chili Soup	Corn
<b>LAVENDER</b>  	<p>A flowering plant in the mint family, lavender lends a floral and slightly sweet flavor to dishes. It is used in salads and dressings, baked goods and desserts, and is also used to make lavender sugar. Lavender flowers can be blended with teas and also yield abundant nectar from which bees make a high quality honey. The flowers can be candied and used as cake decorations.</p>	Lemon Lavender Souffle: Urban Farmer	Nello's Sauce Lavender Piedmont Pomodoro Sauce	Blueberry
		Berry Meringue and Lavender Bavaroise: The Penrose Room	Kombucha Town Lavender Flavored Kombucha Tea	Lemon
		Pretty in Pink / Rhubarb Tart with Honey Lavender Ice Cream: MK The Restaraunt	Spoonable Flowery Lavender Flavored Brooklyn's Saucy Caramel	Honey

# 20 FLAVOR 17 INSIGHT : EVERYDAY

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
<b>HONEY</b> 	<p>Honey is created by bees from the nectar of flowers they pollinate. The color and flavor of honey depends on the source. Orange blossom and clover honey are the most common, and have a lighter gold color and gentle flavor, while other types such as buckwheat or maple can have a darker color and more robust flavor.</p>	Blue Moon Honey Moon Summer Ale: TGI Friday's	Sabra Honey Mustard Hummus	Mustard
		Acai Bliss with Honey: Jamba Juice	Trimona Honey Ginger Cinnamon Bulgarian Yogurt	Lemon
		Sriracha Honey Dipping Sauce: Carbon Beverage Cafe	Ambrosial Authentic Mediterranean Basil Honey Almond Ancient Grains Clusters	Vanilla
<b>TANGERINE</b> 	<p>The tangerine is the most popular variety of mandarin orange in the US. They are differentiated by their thick, rough peel and sweet tangy flesh. This citrus fruit gets its name from the Moroccan city, Tangier.</p>	Orange Peel & Tangerine Chicken: PF Chang's	Speedo by Sanavita Tangerine Body Hydrate Sport Drink Mix	Orange
		Pineapple Tangerine Tart: Yogurtland	Black Forest Tropical Sensation Juicy Center Fruit & Veggie Flavored Snacks	Pineapple
		Diver Scallops with Tangerine Pressed Olive Oil: Esca	7-Select Tangerine Potato Chips	Coconut
<b>BLACKBERRY</b> 	<p>The blackberry is about 1/2 to 1 inch long and is a deep purple color. The ripe fruit is juicy, tart, and sweet. Blackberries grow on thorny bushes, garnering their nickname, bramble or brambleberry.</p>	Local Blackberry & Goat Cheese Clafoutis: Acai Mid-town	Noosa Blackberry Serrano Finest Yogurt	Blueberry
		Local Peach & Blackberry Cobbler: Upstream	Red Jacket Black n Blue Stomp Blackberry & Blueberry Artisanal Nectar	Raspberry
		Spinach, Strawberry, Blackberry & Goat Cheese Salad: Bertucci's	Chapman's Gelato Blackberry Lychee Ice Cream	Pomegranate
<b>BLUE CHEESE</b> 	<p>Blue cheese gets its strong flavor and aroma from strains of mold that lend to the formation of green or blue spots and veins in the cheese. Blue cheese can be crumbly, creamy, or firm, and is comprised of numerous varieties such as Maytag, Gorgonzola, Stilton, and Danish.</p>	Figs & Whipped Blue Goat Cheese: Circa 1886	Williams-Sonoma Blue Cheese & Fig Balsamic Dipping Oil	Yogurt
		Buffalo Chicken with Blue Cheese: Domino's Pizza	Man Cave Craft Meats Buffalo Wing Style Bratwurst with Bleu Cheese	Hot Wing Sauce
		Chef's Seasonal Cheeseboard: Pop's for Champagne	Fuller Foods Serious Cheesy Puffs Blue Cheese Jalapeño Baked Corn Puffs	Bacon

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<b>MAPLE</b> 	<p>Maple refers to the flavor of maple syrup, a reduction of sap taken from the maple tree. Maple sugar, which is about twice as sweet as white sugar, can be created when maple syrup is boiled until all of the water has evaporated. Since pure-grade maple syrup can be expensive, many maple flavored products blend corn syrup with maple syrup or add maple flavoring.</p>	Feeling Berry A-maize-ing- Churros with Maple Caramel Sauce: Vie	President's Choice Maple & Bacon Popcorn	Bacon
		Chicken Sandwich with Maple syrup- Mustard Glaze: cafe Del Rey	Beyond Yourself Beyond Whey Recovery Maple Syrup Pancake Flavored Whey Protein	Cinnamon
		Dark Maple Cream Enrobed in Dark Chocolate: Kilwin's	Java To Go Gourmet Coffee Maple Bacon Ground Coffee	Vanilla
<b>DILL</b> 	<p>Dill, an annual herb, grows to about three feet in height and has feathery green leaves. When fresh, dill has a bright distinct flavor, and when dried, the herb has more of a muted taste. Dill is a major contributor to the iconic flavor of the dill pickle.</p>	Smoked Salmon Bowties with White Wine Nutmeg Dill Sauce: The Brick Oven	Three Farmers Dill Pickle Pow Pea Pops	Cucumber
		Dill Potato Salad: Ryan's Grill Buffet & Bakery	Farmhouse Culture Garlic Dill Pickle Gut Shot	Lemon
		Lox Plate with Dill Crème Fraiche: LuLu's Cafe	Snip Chips Dill Pickle Parsnip Coconut Snack Mix	Mustard
<b>BBQ</b> 	<p>BBQ can refer to a process of cooking or a tangy tomato-based sauce with typically onion, mustard, garlic, brown sugar, and vinegar. The sauce can have many many varieties ranging from sweet, smokey, and spicy, and is a very popular flavor for potato chips, nuts, and more.</p>	Korean BBQ Rice Bowl: Fresh City	Kettle Brand Korean Barbecue Potato Chips	Mesquite
		BBQ Ranch Chicken Salad: Wendy's	Chili's Honey Chipotle Barbecue Chicken Flatbread	Honey
		BBQ Brisket: Johnny Rockets	ProTings Tangy Southern BBQ Protein Chips	Sweet & Spicy



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### 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.

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