

10 Things You SHOULD KNOW

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Team with FONA for complete taste solutions!

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. Vegetable Yogurt**
Sweeter vegetables such as carrot, sweet potato, pumpkin and beetroot are being spotted in yogurts. Rather than a replacement for sweet-and-fruit flavors, veggie yogurts are often an accompaniment to savory and spicy meals such as curry. | Daily Mail
- 3. Stoked for Smoke**
This summer, you don't have to fire up the grill to add smoky flavor to everything from cocktails to sweets. Fueled by the appetite for all things smoked, clever food and beverage companies are infusing all sorts of good eats with a little extra smoky goodness. From Hot Cakes Smoked Chocolate Chips to Gran Luchito Smoked Mayo—the summer is looking smoky for sure! | All Recipes
- 5. Moringa**
Imagine if your healthy green smoothie and morning cup of coffee were combined in a green energy shot. Kuli Kuli did just that with their Moringa Green Energy shot that contains a half-cup of revitalizing greens and the same amount of caffeine as a cup of coffee. | Kuli Kuli Foods
- 7. Say I do...**
To ice cream! Some of you may be familiar with Blue Bell's Groom's Cake ice cream, but now the groom has a bride. Blue Bell has just released for a limited time Bride's Cake. You don't have to be getting hitched to try out Blue Bell's newest delight. | Pop Sugar
- 9. Medicine Ball**
The beverage known as the medicine ball was recently on Starbucks secret menu and has become so popular it has made its way to the regular menu. It is made of equal parts steamed lemonade, water, one bag of Jade Citrus Mint Tea, one bag of Peach Tranquility, a packet of honey and an optional pump of mint syrup. | Starbucks

- 2. Detox Mocktails**
Alcohol-free mocktails are extending way beyond the sugary Shirley Temples that you loved as a kid. They are getting a modern makeover, with ingredients like fresh-pressed juices, teas, sipping vinegars and herbs and spices. | Eat This
- 4. Mermaid Toast**
Making toast magical. Adeline Waugh's food blog, Vibrant & Pure, has captured a lot of attention for her Unicorn Toast. The latest? Mermaid Toast, made with cream cheese that's colored with spirulina and chlorophyll (and a sprinkle of gold leaf) to achieve the mesmerizing effect. | Trendfire
- 6. Orange Wine**
Orange wines have been around for thousands of years, but have only recently become popular outside of eastern and central Europe. Fans consider them a great alternative to the ubiquitous rose; their balanced acidity and fruitiness go nicely with grilled meat and seafood. | Martha Stewart Living
- 8. Power Pods**
English peas may look all sweet and innocent, but they're powerhouses in the nutrition department: these little legumes deliver protein, fiber, antioxidants, and even Vitamin C. They're also delicious—especially when eaten within a few days of picking. Martha recommends using them in recipes such as: pea & ricotta tartines, peas & asparagus salads, and grilled peas and toasted coconut. | Martha Stewart Living
- 10. New Uses**
Companies are trying to lower or eliminate food waste by finding ways to repurpose their leftover products. As an example, Eco Olea is reusing the water from its olive oil production as the base for a household cleaning product. In addition, Sir Kensington's is repurposing leftover liquid from cooking chickpeas into a vegan mayo. | Business Insider