

# 10 Things You Should Know

SEPTEMBER 2017

## 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.

### Poutine Doughnuts

To celebrate Canada's 150th birthday, Tim Horton's offered a poutine doughnut to celebrate. It is a Honey Dip Donut topped with potato wedges, gravy and cheese curds. | Money

3.

### Ruby Chocolate

Barry Callebaut has launched the fourth type of chocolate: Ruby chocolate. The newest innovation has been launched in Shanghai, China. Ruby chocolate is made from the Ruby cocoa bean. Through unique processing a fruity flavor and vibrant ruby color is present—creating a totally new taste experience. | Food Ingredients First

5.



### Droning On

The iconic Wienermobile, created in 1936, is getting a sidekick. Oscar Meyer recently expanded its collection of hot-dog shaped vehicles to include a Wienercycle and a Wienerdrone, which can hold a single hot dog for air delivery. | Food Network Magazine

7.

### Noma

Chef René Redzepi's fine-dining temple to foraged foods has finally arrived in the U.S. The Copenhagen-based restaurant popped up in New York City in September, but this pop-up isn't like Noma's previous weeks-long international culinary events. In New York, \$2,000 will buy a lucky few a tasting menu with wine pairings. | Eater

9.

### Mansi

Tagged as the new lime, Mansi is the first ever calamansi fruit drink that combines the little fruit's big flavor with organic cane sugar and honey. The fruit is indigenous to the Philippines and looks like a lime on the outside, but a tangerine on the inside. It has been used as a cough and cold remedy and is said to contain more calcium, magnesium, phosphorus, sodium and zinc than oranges and lemons. | TrendFire

2.

### Smooth Move

Cauliflower has been mashed, turned into mac n' cheese and pizza crust-ified, but did you know that it's the latest trendy smoothie add-in? Fans say its pale color, mild flavor and creamy texture make it a great sub for bananas. It's an easy way to boost nutrition but not sugar content. | Rachael Ray Mag

4.



### Maple is Surging

Sales of maple-flavored products are up 86% in nonalcoholic beverages, and 14.6% in spiked drinks in 2017, compared with the same quarter last year. Companies are betting on the flavor. For example, Dunkin' Donuts is showcasing a maple pecan coffee to kick off fall. | ABA SmartBrief

6.

### Misadventure Vodka

Finally, you can drink your cake and eat it too! The Misadventure Vodka Company is putting a new spin on reducing food waste by making vodka from unsold baked goods. They use pot distillation and carbon filtration to remove excess impurities and smooth out the flavor profile. | Misadventure Co.

8.



### Snacking in America

Chances are, within the past 24 hours, we've all had a snack. 91% of consumers snack multiple times throughout the day and 8% of these consumers forgo meals altogether in favor of all-day snacking. | Hartman Group

10.

### Javamelts

Looking for an individually wrapped, shelf-stable and non-dairy way to flavor your hot beverage? The concept of Javamelts is simple: Drop one cube of Javamelts, a blend of sugar infused with other ingredients, to flavor your hot beverage. Flavors include: hazelnut, French vanilla, mocha and caramel. | Food Navigator