









2018 FLAVOR WATCH LIST

Assertions about flavor trends can sometimes seem heavy on intangibles and light on data. To fill this gap between theory and fact, FONA developed Flavor Radar®, a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple.




FONA's Flavor Radar uses a mix of current data points from industry-renowned databases and in-depth analysis on how a flavor trend is affecting the food industry.

Flavor Radar encompasses four categories: Novel, Up & Coming, Mainstream and Everyday. These categories are driven by FONA's expert analysis of a comprehensive set of indicators including restaurant menus, new product introductions and print media data.




FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
FEIJOA 	<p>Native to South America, the egg-shaped fruit has a thin, bright green covering, cream-colored flesh and a jellylike center. Feijoa is high in fragrance and complex in flavor with notes of quince, pineapple and mint.</p>	Too Novel for the Menu	Mac's - Feijoa & Pear Sparkling Fruit Drink (Australia)	Citrus
			La Abeula Mechas - Feijoa Mint Yogurt (Colombia)	Pear
			Donovan's - Fruity Feijoa Milk Chocolate (New Zealand)	Yogurt
CLOUDBERRY 	<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 have 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 Icelandic Skyr Yogurt	Peach
			Lidl - Cottage Cheese with Cloudberry & Apple	Apple
			Hennig Olsen Inspira - Premium Cloudberry Ice Cream (Norway)	Vanilla Cream
LUCUMA 	<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>	Fine Dining - Stephan Pyles Flora Street Café / Tres Leches Lucuma Cremeaux	Sustainable Indulgence - Maple Pecan Bliss Cookies Featuring Lucuma Powder	Mango
		Fine Dining - Sushi Samba / S'Mores with Lucuma Ice Cream	Righteously Raw - Lucuma & Cacao Superfood Truffle Carmel Bar	Maple
			Aldi - Lucuma & Mango Vinegrette	Vanilla

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
SASKATOON/ JUNE BERRY 	<p>Juneberries, while relatively unknown in the northeast U.S. are popular in Canada where they are called Saskatoon berries. Consumers eat them fresh or dried and use them to make muffins, jams and jellies. Similar in appearance to a blueberry, they are slightly milder in taste.</p>	Fine Dining - Sitka & Spruce / Radish, Turnip, Saskatoon Berry Salad with Cherry Jus	Loblaw's - Saskatoon Berry Bottom Rice Pudding (Canada)	Vanilla
		Casual Dining - GT Fish & Oyster / Red Pepper Flan, Pickled Saskatoon, Sorrel & Corn	Tu-Bee's - Saskatoon Gourmet Honey (Canada)	Citrus
				Raspberry
MAMEY 	<p>A unique tropical tree fruit with an interior texture that is both creamy and sweet. The vibrant salmon-colored flesh is described as a combination of sweet potato and pumpkin with undertones of almond, chocolate, honey and vanilla.</p>	Fine Dining - Mexique / Mamey Panna Cotta, Orange Zest, Hibiscus Flower and Honey-roasted Macademia Nuts	Danone Mix - Drinking Yoghurt with Mamey & Cereal (Mexico)	Apple
			El Puente - Fruit Spread with Mango & Mamme Apple (Germany)	Strawberry
				Ginger
BAOBAB 	<p>Baobab is the fruit of Africa's "Tree of Life." It is the only fruit in the world that dries naturally on the branch. Almost 50% fiber, it makes for a powerful prebiotic and is high in antioxidants. The taste is strongly tropical. Tart-like lemon curd with a texture that is gritty like a tangy pear.</p>	Casual Dining - The Cecil / Baobab Cream Donut with Orange Peppercorn Glaze	Lidl Organic - Baobab Coconut Granola	Almond
			Whole Foods Market - Tropical Fruit Blend Juice with Baobab	Ginger
			Wild Roots - Beyond Baobab Trail Mix Bar	Berry


UP & COMING

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
ORANGE BLOSSOM 	<p>The blossom of the orange tree is one of the most fragrant flowers and the state flower of Florida. It is used in perfume and the petals can be made into delicately scented orange flower water. Orange blossom is used as an ingredient, most commonly in French and Middle Eastern cuisine.</p>	Fine Dining - The Barn at Blackberry Farm / Orange Blossom Panna Cotta	Tetley - Orange Blossom, Peach and Mango Iced Tea	Pistachio
		Casual Dining - Oleana / Orange Blossom Baba	Jenis - Orange Blossom Buttermilk Frozen Yogurt	Mint
		Casual Dining - Kinkaid's Fruit Compote with Orange Blossom Honey	Strongbow - Orange Blossom Hard Apple Cider	Apricot
TART/SOUR CHERRY 	<p>Tart cherries, also known as sour cherries, are bright red when harvested and retain their vibrant color when juiced, frozen or baked. There are several varieties of the tart or sour cherry: the dark-red morello cherry and the lighter-red varieties including the amarelle cherry and the popular Montmorency cherry. The Montmorency cherry is the most popular and owes its popularity to its use in baking and other recipes.</p>	Fine Dining- Sanford Restaurant/ Warm Cherry Clafoutis with Tart Cherry Ice Cream	Made in Nature Organic Fruit Fusions - Superberry Supersnacks	Bourbon Vanilla
		Casual Dining - Bluebeard / Veal Chop with Tart Cherry Demi-glace	Upruit - Sparkling Tart Cherry Cold Brew Coffee	Chocolate
		Casual Dining - Longman and Eagle / Mick Klug Farms Cherry Salad	Peeps - Sour Cherry Flavored Marshmallow	Apple
RHUBARB 	<p>Rhubarb is technically a vegetable but is legally considered a fruit. Harvested in the spring, their short season spans from April to June. The stalks are the only edible part, and in fact, the leaves are poisonous. Naturally tart, it is almost always baked with a generous serving of sugar and is often paired with strawberry creating a unique sweet and tart combination.</p>	Fine Dining - Nico Osteria / Compressed Rhubarb with Rhubarb Jam and Rhubarb Sorbetto	Noosa - Strawberry Rhubarb Yoghurt	Strawberry
		Casual Dining - Zacatecas Tacos / Fried Empanandas with Spiced Rhubarb Filling	Dear North - Alaskan Salmon Bites with Salted Rhubarb & Raspberries	Raspberry
		Casual Dining - Shaws Crab House / Strawberry and Rhubarb Cobbler	Small Town Brewery - Not Your Mom's Strawberry Rhubarb Beer	Ginger




UP & COMING




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ZA'ATAR 	<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>	QSR - Starbucks / Za'atar Chicken and Lemon Tahini Salad	Firehook Bakery - Multigrain Za'atar Baked Crackers	Cheese
		Fast Casual - Nish Nush / Pita with Lebneh, Olive Oil & Za'atar	Sweet Earth Natural Foods - Za'atar Veggie Burger	Eggplant
		Family Dining - Oleana / Lemon Chicken with Za'atar and Turkish Cheese Pancake	Urban Accents - Pizza Middle Eastern Seasonings	Olive Oil
GOCHUJANG 	<p>Gochujang or red chili paste is a savory, sweet, and spicy fermented condiment from Korea made from gochutgaru (red chili powder), glutinous rice, mejutgaru (fermented soybean powder), yeotgireum (barley malt powder), and salt</p>	Fine Dining - The Optimist / Spanish Makeral Crudo with Gochujang Aoili	Trader Joe's - Gochujang Flavored Almonds	Beef
		Casual Dining - Danji/ Spicy Gochujang Bolognese Noodles	Lundberg Organic Grainspirations - Gochujang Arancini	Mayonnaise
		Casual Dining - Umami Burger / Gochujang and Guava Braised Short Rib	Kroger - Gochujang Infused Sea Salt	Roasted/Toasted Nuts
PRICKLY PEAR 	<p>Somewhat unique, the fruit of the nopales cactus (cacti with beaver tail-like paddles), is actually quite edible. Called prickly pears, these bright neon-like fruits provide delicious juice that is tart and tastes like a cross between bubblegum and watermelon.</p>	Fine Dining - Frontera Grill / Poached Razor Clams, Jack Fruit Salsa and Sour Prickly Pear	San Pelligrino - Cactus + Berry Wild Prickly Pear Cactus Water	Berries
		Fine Dining - Picasso / Rum Braised Pineapple Tart with Prickly Pear Sorbet	RBar - Prickly Pear Pecan Bars	Blood Orange
		Casual Dining - Chavez / Cachette de Cerdo (Pork Cheeks, Mole and Nopales)	Lucerne Foods - Prickly Pear Sorbet	Orange

UP & COMING

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
CLEMENTINE 	<p>A clementine is a hybrid between a mandarin orange and a sweet orange and was so named in 1902. They can be separated into 7 to 14 segments and are typically juicy and sweet with less acid than oranges. Their oils, like those of other citrus fruits, create a high aromatic and lingering fragrance.</p>	Fine Dining - The Rattlesnake Club / Shrimp Cocktail with Chipotle and Clementine Sauce	Trader Joe's - Natural Cranberry Clementine Sparkling Spring Water	Melon (Cantaloupe)
		Fine Dining - Rathburn's / Charred Octopus with Clementines, Almond and Pickled Shallot	Core Organic - Orange Clementine Fruit Infused Beverage	Cranberry
		Casual Dining - Cicchetti / Celmentine Almond Cake	San Pelligrino - Sparkling Clementine Beverage	Cilantro




MAINSTREAM




FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
WHISKEY/ BOURBON 	<p>Named after Bourbon, Kentucky where it was first made, this liquor is a straight whiskey distilled from mash having at least 51% corn in addition to malt and rye. Flavor notes vary depending on how it is made and range from cedar, smoke, tobacco and pecan to chocolate, pepper, cherry, caramel and vanilla.</p>	Family Dining - Ruby Tuesday's / Hickory Bourbon Glazed Pork Chop	Aldi - Hickory Smoked Bourbon Gouda Cheese	Honey
		Family Dining - Lone Star Steakhouse / Bourbon Pecan Pie	Three Jerks - Maple Bourbon Churro Filet Mignon Beef Jerky	Maple
		Fast Casual - Yummy Cupcakes / Maker's Mark Chocolate Whiskey Pudding Cupcake	Haagen - Dazs - Whiskey Chocolate Truffle Ice Cream	Brown Sugar
HARISSA 	<p>A garlicky chili paste from North Africa that blends hot chili peppers (which are often smoked), garlic, olive oil and spices, like cumin, coriander, caraway and mint. Tomatoes and rose petals are also common ingredients. It packs quite a punch and gives depth to cooked meats and vegetables.</p>	Casual Dining - The Breslin / Harissa Braised Kale	Sonoma Harvest Foods - Harissa Olive Oil	Chickpea (Hummus)
		Fast Casual - Lemonade / Harissa Roasted Cauliflower	Giant Eagle - Harissa Sundried Tomato Salsa	Carrot
		Fast Casual - Zoe's Kitchen / Harissa Marinated Salmon on Pita	Loblaw's - Harissa Chicken Breast Kabobs	Tomato
GUAVA 	<p>Guava is known to carry many health benefits. High in vitamin C it also contains vitamins A, B and E, is high in fiber and relatively low in sugar. A typical and pronounced fragrance similar to a lemon. The fruits tastes like a combination of pear and a strawberry.</p>	Family Dining - Mia Terra / Flakey Guava Filled Turnovers	Lala - Guava Yogurt Smoothie	Apple
		Fast Casual - Pollo Tropical / Guava Pork BBQ Sandwich	Dasani Sparkling - Strawberry Guava Sparkling Water Beverage	Mango
		Fast Casual - Jimmy'z Kitchen / Guava Cheesecake	Brooklyn Organics - Guava Flavored Craft Ginger Ale	Pineapple

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
PASSIONFRUIT 	<p>The purple passion fruit is native to southern Brazil, Paraguay and northern Argentina. The nearly round fruit has a tough rind that is smooth and waxy and ranges in hue from dark purple with faint, fine white specks, to light yellow or pumpkin-color. The unique flavor is appealing, musky, guava-like and sweet/tart to tart.</p>	Fine Dining- Auberge du Soleil / Brioche French Toast w/ Passion Fruit Syrup	Dasani Drops - Orange PassionFruit Water Enhancer	Mango
		Casual Dining - Yard House / Crab Cakes with Passion Fruit Beurre Blanc	Mike's Hard Lemonade - Hard Cranberry Passion Fruit	Peach
		Casual Dining - Kona Grill/ Passion Fruit Creme Brulee	Fage Total - Greek Strained Yogurt with Passionfruit	Coconut
BLACK GARLIC 	<p>Black garlic is a type of "caramelized" garlic first used as a food ingredient in Asian cuisine. It is made by heating whole bulbs of garlic over the course of several weeks, a process that results in black cloves. Sweet meets savory in a perfect mix of molasses-like richness and tangy garlic undertones. It has a tender, almost jelly-like texture with a melt-in-your-mouth consistency similar to a soft dried fruit.</p>	Casual Dining - Bar Bolonat / Striped Bass with Black Garlic Aioli	Hope Foods - Organic Black Garlic Hummus	Mandarin
		Casual Dining - Bottlefork / Black Garlic Flattop Burger	Kroger - Black Garlic Aioli	Strawberry
		Fast Casual - Sticky Fingers Joint / Signature Fingers with Vampire Aioli	Williams Sonoma - Shiitake Black Garlic Short Rib Braising Sauce	Mushroom
TURMERIC 	<p>Turmeric is a rhizomatous plant that comes from the ginger family. It is native to India and Southeast Asia and is commonly used as a coloring and flavoring agent in curries. Turmeric powder has a warm, bitter, pepper-like flavor and an earthy mustard-like aroma.</p>	Casual Dining - Embeya / Northern Turmeric Pork Sausage	Ro's Beverages - Turmeric Peach Organic Coffee Fruit Tea	Ginger
		Casual Dining - Candle Cafe / Kale Salad with Basil Turmeric Dressing	Dean & DeLuca - Turmeric & Ginger Bio Nutrition Bar	Coconut
		Fast Casual - Flower Child / Indian Spiced Cauliflower	Living Intentions - Tandoori Turmeric Activated Superfood Popcorn	Lemon

MAINSTREAM

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
MATCHA GREEN TEA 	<p>Matcha is finely ground powder of specially grown and processed green tea leaves. The traditional Japanese tea ceremony centers on the preparation, serving, and drinking of matcha as hot tea and embodies a meditative spiritual style. In modern times, matcha also has come to be used to flavor and dye foods such as mochi and soba noodles.</p>	Casual Dining - Mission Chinese Food / Matcha and Squid Ink Noodle Dish	Kroger Matcha Infused Sea Salt	Citrus (Lemonade)
		QSR - Robek's / Green Bliss Smoothie	Trader Joe's Matcha Green Tea Greek Yogurt	Chocolate
		QSR - Argo Tea / Matcha Vanilla French Éclair	Califia Farms Matcha Almond Milk	Coconut

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
WATERMELON 	<p>Watermelon is a scrambling and trailing vine in the flowering plant family Cucurbitaceae that originated in Southern Africa. Approximately 92% water, this refreshing fruit has a significant levels of vitamins A, B6 and C and is fat free. The sweet, juicy flesh is usually deep red to pink, with many black seeds, although seedless varieties have been cultivated. The fruit can be eaten raw or pickled and the rind is edible after cooking.</p>	Casual Dining- Helo Betty Fish House / Watermelon Agua Fresca Float	Perrier Sparkling Natural Mineral Water - Watermelon Flavored	Strawberry
		Casual Dining - Westward / Chilled Watermelon Soup	Airheads - Watermelon Gum	Sour
		Casual Dining - Seasons 52 / Watermelon & Heirloom Tomato Salad	Leinenkugel's - Watermelon Shandy	Lemonade
MAPLE 	<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>	Family Restaurant - Denny's / Bourbon Maple Bacon Burger	Up Mountain Swizzle - Original Sparkling Switchel	Brown Sugar
		Casual Dining - Fat Cat / Maple Roasted Brussel Sprouts	Stephano's - Maple Nut Rhapsody Organic	Bacon
		Casual Dining - Founding Farmers / Maple Cured Ham & Eggs	Granola Maple 3 - Organic Lime & Lemon Maple Water (Canada)	Pecan
GINGER 	<p>Ginger is a gnarled, nodular root with a tan outer skin and and flesh that ranges 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>	Casual Dining - Big Bowl / Ginger Beef Chow Fun	Evolution Fresh - Tropic of Ginger Smoothie	Lemon
		Fast Casual - Wildflower Bread Company / Ginger Biscotti Cheesecake	TheBu - Ginger Peach Kombucha	Peach
		Fast Casual - Xoco / Local Rhubarb Ginger Muffin	Triscuit - Ginger and Lemongrass Crackers	Orange

FLAVOR	DESCRIPTION	ON THE RESTAURANT MENU	PRODUCTS OF NOTE	FLAVOR PAIRINGS
 VANILLA BEAN	<p>Vanilla is a flavoring derived from a pod bearing orchid. This pod referred to as a vanilla bean can come from a number of regions where soil, climate and cultivation methods impact the final flavor profile. Approximately 80-85% of all vanilla comes from Madagascar, once known as the Bourbon Islands. Today Bourbon vanilla is the most utilized and recognized vanilla profile by most consumers.</p>	Casual Dining - Rockin' Baja / Fried Vanilla Bean Ice Cream	Mush Foods - Vanilla Bean Oatmeal	Chocolate
		QSR - Do-Rite Donuts / Vanilla Bean Glazed Donut	Planters - Signature Vanilla Bean Whole Cashews	Coconut
		QSR - Starbucks / Vanilla Bean Whoopie Pie	Orgain - Vanilla Bean Nutritional Protein Shake	Honey
 PEACH	<p>Throughout its evolution, the peach has expanded into hundreds of varieties that vary greatly in color and flavor. Classified as a stone fruit, peaches have a fleshy outer part surrounding a single shell (the pit or stone) with a seed inside. Their flavor ranges from very sweet with little acidity to an acidic tang paired with sweetness.</p>	Casual Dining - Bluebeard / Chilled Thai Peach Soup	Sugarfina- Peach Bellini Sweets	Mango
		QSR - Sublime Doughnuts / White Chocolate Peach Fritter	7-11 - Peach Cobbler Kettle Cooked Potato Chips	Cream
		QSR - Yogurtland / Sweet n Smooth Peaches & Cream Gelato	Arrowhead - White Peach Ginger Sparkling Water	Ginger
 BEETROOT	<p>The beetroot is the taproot of the beet plant usually known in North America as the beet, table beet, garden beet, red beet or golden beet. Besides being a food, the beet serves as a natural food coloring and as a medicinal plant. During the middle of the 19th century wine was often colored with beetroot juice.</p>	Casual Dining - Tilth / Red Beet Risotto	Cedar Juice - Beet, Pineapple Mint Probiotic Hydrator	Cherry
		Casual Dining - Ping Pong Dim Sum / Lobster Dumpling in Pink Beet Pastry	The Foraging Fox - Smoked Beetroot Ketchup	Strawberry
		Fast Casual - Blaze Pizza / Beet and Goat Cheese Salad	Loblaws - Raspberry, Beet Fruit, Veggie and Oat Bars	Ginger

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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.

CONTACT OUR SALES SERVICE DEPARTMENT

at 630.578.8600 to request a flavor sample or visit www.fona.com.



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