



PEACH

2018 • FLAVOR INSIGHT REPORT

With more than 5,600 new product introductions globally, the humble peach has some broad reach and some not-so-humble versatility. There are hundreds of varieties that vary greatly in color and flavor. The taste of peach ranges from very sweet with little acidity to types that are mostly acidic with mild sweetness. Whether starring in potato chips (*yes, potato chips*), a cocktail, a spicy sauce or indulgent dessert, peach flavor has a versatility that is nearly unmatched. Let's take a look at the various forms of peach on the menu, in social media, and in new products.

PEACH

Print & Social Media Highlights

There are several mentions of peach in social and print media. Here are some of the highlights.

- While scrolling through Pinterest, peach pins appear in a wide variety of food and beverage recipes but especially baked goods. These pins include peach sorbet, peach upside-down cake, balsamic peach chicken skillet, brown butter peach cupcakes, peach iced tea, peach vanilla jam, peach margaritas, and of course peach cobbler.
- A Twitter search shows tweets mentioning peaches, including this one by @bakerylife1: "raspberry ice lollies, made with fresh fruit, Greek yogurt and honey." Also mentioned by @recipesquicks "peach raspberry crumb bars have a buttery crust and sweet fruit filling and a delicious crumb topping," with attached recipe.
- The July 2017 issue of *Country Living* features an article for 50+ Juicy Peach Recipes for (an Endless) Summer. Recipes include spicy peach and avocado salad, raspberry peach lemonade, one skillet peach glazed chicken and peach mango coconut oil banana bread.



Source: Pinterest



Source: Pinterest

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2,924

PEACH RECIPES
ON FOOD.COM

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On Food.com 2,924 recipes appear when you search for peach. Recipes include peach cobbler, peach and ricotta crepes, simple peach pie, peach jam, chicken with peaches and basil, baked peach oatmeal and a peach smoothie.



PEACH

ON THE MENU: Q3 2016-Q3 2017

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502

PEACH MENTIONS
ON THE MENU

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Casual Dining is the top restaurant segment, with beverage, appetizer and entrée as the top three menu sections with the most peach flavored items. Beverages account for 79% of all peach flavored menu items.



MENU MENTIONS:

- **White Peach Cosmo** is Russian Standard Vodka, Cointreau, fresh lime and white peach cranberry juice at Bistro Boudin, San Francisco.
- **Peach Tres Leches Cake** with passionfruit gel, dulce de leche ice cream and candied walnuts at Norman's, Chicago.
- **Peach Chutney Chicken** is a lightly seasoned grilled chicken breast topped with warm peach chutney and served with mashed sweet potatoes at O'Charley's, Nashville.
- **Tennessee Summer** with Jack Daniel's, Domaine Canton ginger liqueur, PAMA pomegranate liqueur, peach syrup, juice of pomegranate, fresh lime and a splash of soda at Firebirds Wood Fired Grill, Indianapolis.

THE GROWTH OF A BEVERAGE STAPLE

Peach was featured as the Flavor of the Week in July 2017 by Nation's Restaurant News. Peach iced tea adds a fruity twist to the classic cold beverage. Many consumers are already familiar with peach iced tea, but the drink's popularity continues to climb on restaurant menus. According to Datassential, peach iced tea has shown 37% growth on menus over the past four years and positioned in the proliferation stage of the menu adoption cycle.



PEACH

Global New Product Introductions: 2013-2017

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5,658

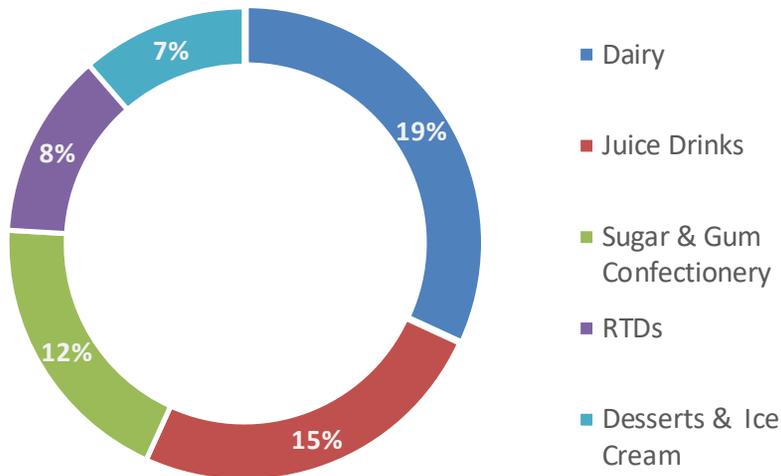
PEACH-FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **EUROPE** is the top global region for peach new product introductions with 43% of all new products.
- **SPOONABLE YOGURT** is the top product sub-category globally for peach flavored new products.
- **PASSION FRUIT** is the top flavor paired with peach.

TOP 5 PEACH PRODUCT CATEGORIES



HEINZ PEACH & APRICOT SMOOTHIE: is 100% fruit, including apple, apricot, peach and banana with vitamin C and no added sugar. Contains 1 apple, 2/3 apricot, 1/4 peach, 1/10 banana. UK



PEACH, BRAZIL NUT & PEANUT BAR: this product contains natural dried peach, is enriched with 2g of collagen per bar, and provides only 120 calories. Brazil



ACTIVIA INFUSION PEACH & GREEN TEA EXTRACT YOGURT: the smooth and creamy yogurt contains natural bifidus, and features a unique recipe containing 100% natural plant extracts. Spain



H-E-B PEACH COBBLER PREMIUM ICE CREAM: is made with carefully selected ingredients such as ripe peaches, a peach swirl and buttery cinnamon shortbread. Mexico

PEACH

North America New Product Introductions: 2013-2017

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574

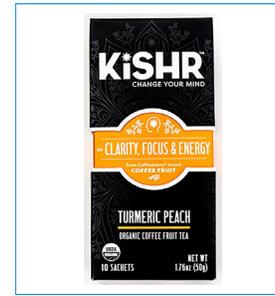
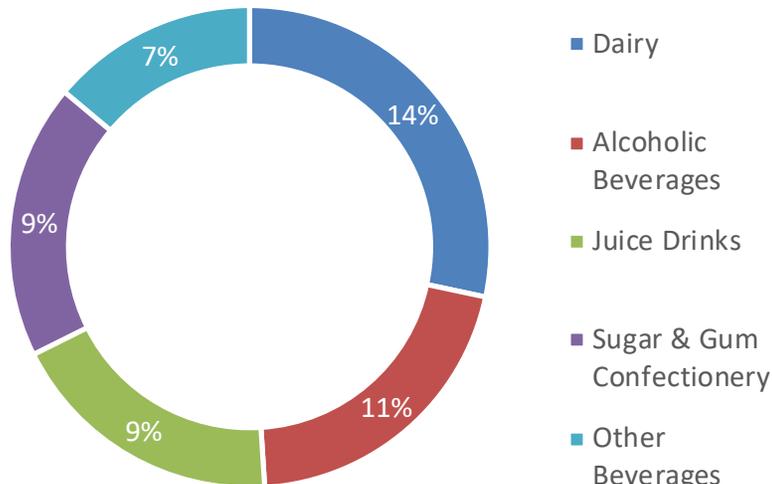
PEACH FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 12% of all peach flavored new product introductions.
- **SPOONABLE YOGURT** is the top product sub-category for peach flavored new products.
- **MANGO** is the top flavor paired with peach.

TOP 5 PEACH PRODUCT CATEGORIES



TURMERIC PEACH ORGANIC COFFEE FRUIT TEA: golden turmeric is enlivened with crisp apples and sun-sweet peaches with a hint of spicy ginger to awaken your senses. USA



KEVITA MASTER BREW PINEAPPLE PEACH KOMBUCHA: the handcrafted, non-alcoholic verified product is USDA organic and kosher certified, contains active live cultures and is lightly carbonated. Canada



7-SELECT PEACH COBBLER KETTLE CHIPS: described as a crunchy summertime dessert chip with full fruity flavor of old fashioned peach cobbler. USA



DREAMING COW LUSH PEACH, GINGER, PUMPKIN & CARROT GRASSFED YOGURT DRINK: a full-fat yogurt drink with 1 serving of vegetables, 12g protein and made from 100% pasture raised, barn-free and grass-fed cows. USA

THE TAKEAWAYS

Looking for a sweet yet tangy accompaniment that consumers seek out in droves? The taste of peach might be right for your product. Or, are you looking for an out-of-the-box taste that will scream “new and different”? Based on the level of popularity, perhaps another taste is for you. However, using the versatility of peach and combining with something novel and unusual could be a winning approach. As we’ve shown, product developers

YOU DESERVE MORE. LET’S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA’s market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your “what’s next.” Let’s 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 for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/



SOURCES:

Mintel GNPD

Mintel Menu Insights

Pinterest

Twitter

Food.com

Country Living Magazine

Food Lover’s Companion

www.sagefruit.com

