

MAPLE

2018 • FLAVOR INSIGHT REPORT

Maple refers to the flavor of maple syrup, originally called “sweetwater” by the Native Americans. This syrup is a reduction of the sap extracted from the maple tree. Also sourced from this tree’s sap is maple sugar, which is sap that has even more water removed from it. This traditionally seasonal flavor is now being seen as a more versatile flavor. We’re seeing maple appear in a host of products and recipes - from a more traditional maple pecan bar to a more savory creamy maple brie & cheddar apple soup. Let’s take a look at the various forms of maple on the menu, in social media, and in new products.

MAPLE

Print & Social Media Highlights

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

- While scrolling through Pinterest, maple pins appear in a wide variety of food and beverage recipes but especially baked goods. These pins include maple walnut coffee cake, Vermont maple meringues, maple mustard chicken & potatoes, maple pecan baked brie, maple bacon cinnamon rolls, maple-walnut cheesecake, and maple pecan roasted brussels sprouts.
- A Twitter search shows tweets mentioning maple, include this one by @alpinesausage “we offer you bacon jam – a sweet and savory jam that combines tasty bacon, rich coffee and maple syrup” with included recipe. Also mentioned by @kyleecooks “sticky maple walnut blondies” also with attached recipe.
- The December 2017 issue of *Rachel Ray Every Day* features an article for Topsy Tito’s Maple Syrup. Tito’s handmade vodka is combined with maple syrup for complement to pancakes, cupcakes, and even a splash to sweeten your coffee.



Source: Pinterest



Source: Pinterest

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2,271

MAPLE RECIPES
ON FOOD NETWORK

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On the Food Network, 2,271 recipes appear when you search for maple. Recipes include maple-candied bacon, maple oat nut scones, maple-whiskey turkey, bacon, egg and maple grilled cheese, maple baked beans, maple-roast parsnip, maple bourbon sweet potato pie and maple citrus salad.



MAPLE

ON THE MENU: Q3 2016-Q3 2017

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948

MAPLE MENTIONS
ON THE MENU

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Casual Dining is the top restaurant segment, with sandwich, entrée and appetizer as the top three menu sections with the most maple flavored items. Beverages account for 22% of all maple flavored menu items.



MENU MENTIONS:

- **Maple Chipotle Pulled Pork Sandwich** is a 3-hour braised pork served on a Portuguese roll with maple chipotle BBQ sauce at Windjammer.
- **Cedar Salmon with Maple Mustard Glaze** includes sautéed spinach and is served with choice of soups or salads at Applebee's.
- **Maple-Bourbon Glazed Pork Porterhouse** is served with cheddar bacon stuffed croquettes, crispy bacon Brussel sprouts and apple onion confit from Ram Restaurant & Brewery.
- **Grilled Maple Chicken Salad** comprised of organic mixed greens, Maytag blue cheese-pecan spring rolls, sliced apples & pears, candied pecans and maple vinaigrette at Kincaid's.

Source: Mintel Menu Insights

MOVE OVER, PUMPKIN SPICE

Maple is positioned to usurp pumpkin spice as the next big seasonal flavor. According to data from Technomic, maple is up as a flavor while pumpkin spice is trending down in some categories. They attribute the interest in maple to the fact that it is perceived as a more “natural” flavor. Consumer perception data backs this up. When looking at purchase intent, a higher percentage of consumers perceive maple-flavored products as tasty, healthy and natural than pumpkin-flavored products.



MAPLE

Global New Product Introductions: 2013-2017

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1,692

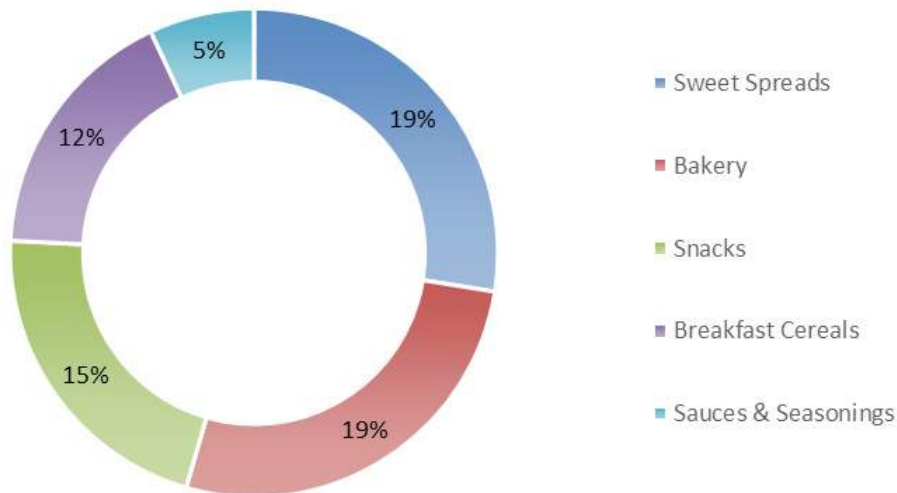
MAPLE FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **NORTH AMERICA** is the top global region for maple new product introductions with Europe coming in second.
- **SYRUP** is the top product sub-category globally for maple flavored new products.
- **BROWN SUGAR** is the top flavor paired with maple.

TOP 5 MAPLE PRODUCT CATEGORIES



THE COLLECTIVE PEAR 'N' MAPLE GOURMET LIVE YOGURT: is a thick and creamy yogurt with a double layer of compote and a Williams pear and maple syrup conserve. Ireland



WILD FRIENDS ORGANIC MAPLE SUNFLOWER BUTTER: is an all-natural sunflower butter which is made with only four non-GMO and USDA certified ingredients. Australia



WAITROSE MAPLE & JERK SPICED GAMMON: this easy to cook gammon comes in a jerk marinated with sweet potato wedges, peppers and a maple glaze. UK



ORION POCACHIP MAPLE FLAVORED POTATO CHIPS: are made with maple syrup from Canada to give a sweet flavor to the potato chip. South Korea

MAPLE

North America New Product Introductions: 2013-2017

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795

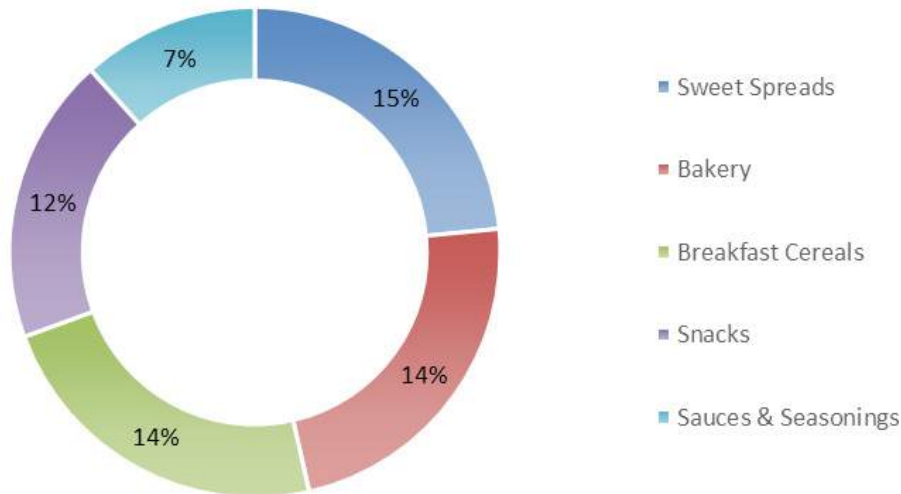
MAPLE FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- NORTH AMERICA accounts for 47% of all maple flavored new product introductions.
- SYRUP is the top product sub-category for maple flavored new products.
- BROWN SUGAR is the top flavor paired with maple.

TOP 5 MAPLE PRODUCT CATEGORIES



NEAL BROTHERS MAPLE BACON KETTLE CHIPS: this is said to be an extremely tasty, addictive combination of bold smoky bacon and the sweet taste of maple syrup. USA



SPECIALLY SELECTED MAPLE GOURMET VINAGRETTE: is an apple cider vinegar and maple syrup combined with a dash of sea salt and black pepper. USA



PICCOLA CUCINA WALNUTTI MAPLE WALNUT ALMOND MACAROONS: these low-sodium macaroons are free from gluten, dairy, grains, soy, yeast, corn and added preservatives. Canada



PRESIDENT'S CHOICE MAPLE & RYE SMOKED ATLANTIC SALMON: is a cold-smoked over natural hardwood and basted with Canadian maple syrup and rye whiskey. Canada

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." Our technical 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. 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.



SOURCES:

Mintel GNPD
Mintel Menu Insights
Pinterest
Twitter
Food Network
Country Living Magazine
Food Lover's Companion
Chicago Tribune
Technomic Menu Monitor
Purchase Intelligence



Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/