

FLAVOR NEWS

FONA INTERNATIONAL'S QUARTERLY NEWSLETTER



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FLAVOR NEWS
Volume 64, May 2018
Published by FONA International Inc.
630.578.8600
www.fona.com

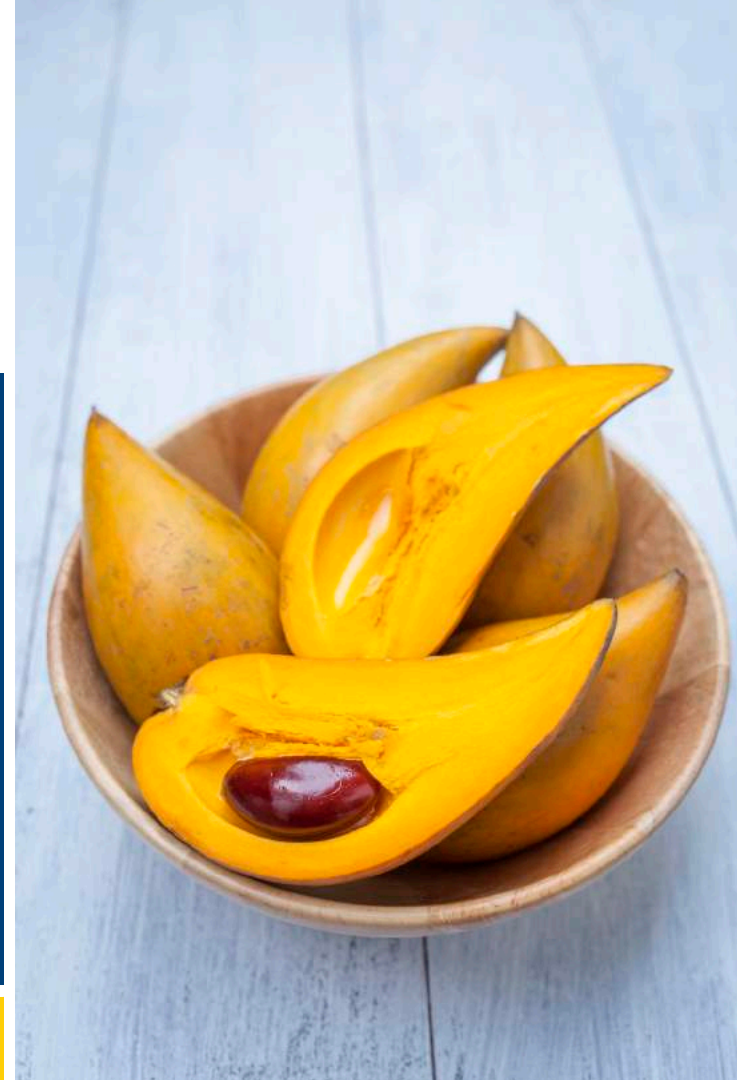
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FLAVOR NEWS

CONFECTION / GRAIN / BEVERAGE / MARKET DEVELOPMENT

VOLUME 64 MAY 2018



FACES OF FONA NEW HIRES + PROMOTIONS

NEW HIRES



CARA NEWKIRK
Business Director, Beverage

A veteran of the industry for nearly 20 years, Cara will push innovative growth and performance for customers within the beverage segment. Combining market expertise with a laser focus on unique approaches to accelerate progress, Cara is a proven leader with a focus on creating lasting partnerships within FONA and externally. Cara previously worked at FONA 2000-2008.



DR. SMARO KOKKINIDOU
Sr. Taste Modification Scientist,
Research + Innovation

An experienced research scientist with a laser focus on customer growth, Smaro will deliver relevant taste modifying technologies to fulfill the needs of customers. She will focus on the commercialization of cutting-edge taste modifying research. Smaro joins FONA with more than 10 years of academic and industrial experience. Most recently, she worked as Sr. Research Scientist at Ohio State University, and served as Associate Director for the Flavor Research and Education Center.

PROMOTIONS



REBECCA GENOVISE,
Apprentice Flavorist - Grain,
Snacks + Prepared Foods

The Society of Flavor Chemists and FONA has named Rebecca Genovise as apprentice flavorist. Rebecca found her way to FONA in 2011 and quickly proved to be both diligent and talented. Rebecca works with speed and artistry to find the right flavor for a host of applications. Rebecca's enthusiasm and relentless spirit are both contagious, and she fosters fantastic relationships both inside and outside FONA.



JENNIFER HOWELL
Director of Regulatory Innovation

A FONA leader for 18 years, Jennifer is a passionate advocate for helping customers find solutions to their regulatory challenges. Brilliantly adept at communicating complex ideas in effective ways, Jennifer embodies the spirit of FONA's "dare to be different" approach. Jennifer is a strong voice within the food and beverage industry and frequently speaks at Flavor University and events such as IFT and FlavorCon.



NICOLE ALBERT
Performance Nutrition Industry Manager,
Beverage

A dynamic and experienced marketing professional with more than 12 years of experience, Nicole will drive growth for the beverage business unit, specifically as it relates to the Performance Nutrition segment. Nicole holds a master's degree in business administration and past roles included brand and insight development at large global corporations such as Miller-Coors and Nielsen.



CHAIRMAN'S CORNER

I like to think of spring as nature's annual commitment to new growth. That growth energy is pervasive. There is a spirit of growth and enthusiasm evident at FONA as well. I'm delighted by the way our leadership is taking our organization forward. We've been blessed by unprecedented growth. Our leadership steadfastly supports our founding principles, even as they continue the push for new and different. *We're finding fresh approaches for customers and continuing to deliver value for our community.*

It's also great to see our customers and partners responding positively — it's an exciting time at FONA. So, how can we make it an exciting time for you? Our goal is simply to help you grow. Partnership and relationships are essential — and execution is everything. In what ways can FONA get to work for you? Email feedback@fona.com and let's create sustainable growth, together.



Joe Slawek
JOSEPH SLAWEK,
Chairman & CEO

YOU DESERVE A WORRY-FREE DAY.

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CURIOUS ABOUT WHAT CONSUMERS REALLY THINK?

FONA's Shopper Panel is sharing their opinions, preferences and motivations. What would you ask a group of shoppers?

Email feedback@fona.com
and let us know what you'd like to hear!

FLAVOR RADAR®

What flavors should you be watching?

At FONA, we know that discovering *what's next* is important to your product development. Consumers' tastes and interests are constantly changing, and you must stay ahead. FONA can help. Through Flavor Radar® flavor mapping methodology, we're committed to helping you grow by exploring flavor trends and patterns.

Flavor Radar® is an in-depth mix of current data points from industry-renowned databases and detailed analysis flavor trends affecting the food industry. There are four categories: **Novel, Up & Coming, Mainstream** and **Everyday**. Our experts categorize based on indicators like new product introductions, restaurant menus, social media and print media data.

This mix of sources and insights combine to create our Flavor Radar® Watch List, as we chart the movement of flavors from a new, novel idea through everyday pantry staple.

The goal? To help you move forward, and create new products consumers will love. Let's see the flavors we're watching right now!

Flavor Radar®



Let's Get to Your "WHAT'S NEXT"

It can be difficult to stay in sync with consumer's ever-changing taste preferences. What is popular today may fall off the map next year. FONA's market insight and research experts can help you translate these flavor trends into product category ideas for your brand.

It's time to pinpoint your particular opportunities in the market.

FLAVORS: THE FULL LIST

NOVEL

Feijoa
Cloudberry
Mamey
Lucuma
Baobab
Saskatoon/Juneberry

UP & COMING

Orange Blossom
Tart/Sour Cherry
Gochujang
Rhubarb
Za'atar
Prickly Pear
Clementine

MAINSTREAM

Whiskey/Bourbon
Harissa
Guava
Passionfruit
Black Garlic
Turmeric
Matcha Green Tea

EVERYDAY

Watermelon
Maple
Ginger
Vanilla Bean
Peach
Beetroot

LET'S FIND YOUR WHAT'S NEXT
FONA.COM/CHAT | 630 578 8600

IN THE SPOTLIGHT



NOVEL: LUCUMA

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.

SOCIAL STATUS



Social media conversations about lucuma grew by 62% in just one year. A clear majority (87%) of these posts show a positive sentiment about this taste. The buzz? Lucuma as a sweetener, in smoothies and in ice cream.

ON THE MENU

Stephan Pyles Flora Street Café
Tres Leches Lucuma Cremeaux
Sushi Samba
S'mores with Lucuma Ice Cream

PRODUCTS OF NOTE

Sustainable Indulgence
Maple Peca Bliss Cookies Featuring Lucuma Powder
Righteously Raw
Lucuma & Cacao Superfood Truffle Carmel Bar
Aldi
Lucuma & Mango Vinaigrette

FLAVOR PAIRINGS

Mango, Maple, Vanilla



UP & COMING: GOCHUJANG

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.

GOCHUJANG vs SRIRACHA: CUSTOMERS WEIGH IN



When comparing consumer sentiment head-to-head, it's clear sriracha is more well known. But digging deeper shows gochujang is well positioned to be the next "big deal" in Korean-inspired tastes. When rating perception, consumers find gochujang and sriracha equal (or nearly equal) in fun, excitement, uniqueness, and taste. Gochujang even outperforms sriracha in perception of premium and quality.

ON THE MENU

The Optimist
Spanish Mackerel Crudo with Gochujang Aoili
Danji
Spicy Gochujang Bolognese Noodles
Umami Burger
Gochujang and Guava Braised Short Rib

PRODUCTS OF NOTE

Trader Joe's
Gochujang Flavored Almonds, Lundberg Organic Grainspirations-Gochujang Arancini
Kroger
Gochujang Infused Sea Salt

FLAVOR PAIRINGS

Beef, Mayonnaise, Roasted/Toasted Nuts



MAINSTREAM: TURMERIC

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.

WOMEN TALKING TURMERIC



The number of women posting about turmeric on social media vastly exceeds the number of men. In fact, 73% of posts are from women. Mentions grew 231% in one year, and people tend to talk about the health benefits.

ON THE MENU

Embeya
Northern Turmeric Pork Sausage
Candle Cafe
Kale salad with Basil Turmeric Dressing
Flower Child
Indian Spiced Cauliflower

PRODUCTS OF NOTE

Ro's Beverage
Turmeric Peach Organic Coffee Fruit Tea
Dean & DeLuca
Turmeric & Ginger Bio Nutrition Bar
Living Intentions
Tandoori Turmeric Activated Superfood Popcorn

FLAVOR PAIRINGS

Ginger, Coconut, Lemon



EVERYDAY: MAPLE

Maple refers to the flavor of maple syrup, a reduction of sap taken from the maple tree. Maple sugar, is about twice as sweet as white sugar. It's 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.

MAPLE TAKES ON PUMPKIN SPICE



Maple is positioned to usurp pumpkin spice as the next big seasonal flavor. And consumer 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.

ON THE MENU

Denny's
Bourbon Maple Bacon Burger
Fat Cat
Maple Roasted Brussel Sprouts
Founding Farmers
Maple Cured Ham & Eggs

PRODUCTS OF NOTE

Up Mountain Swizzle
Original Sparkling Switchel
Stephano's
Maple Nut Rhapsody Organic
Granola Maple 3
Organic Lime & Lemon Maple Water (Canada)

FLAVOR PAIRINGS

Brown Sugar, Bacon, Pecan