



ORANGE BLOSSOM

2018 • FLAVOR INSIGHT REPORT

Aromatic and delicate, the orange blossom is the very flower of the orange tree that has historically been used in perfume making. The taste is nuanced, with a subtle orange flavor, a bit lighter and more complex than orange extract. A traditional symbol of good fortune, the flower is often found in bridal bouquets and wedding wreaths. We're seeing orange blossom appear in a host of products and recipes – from tasty orange blossom gin-based cocktails to a more sweet orange blossom meringue. Let's take a look at the various forms of orange blossom on the menu, in social media and in new products.

ORANGE BLOSSOM

Print & Social Media Highlights

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

- While scrolling through Pinterest, orange blossom pins appear in a wide variety of food and beverage recipes but especially baked goods. These pins include olive oil & orange blossom muffins, pistachio & orange blossom raw avocado cake, carrot, feta & pistachio salad with orange blossom toss, and orange blossom crème Chantilly macaroons.
- A Twitter search shows tweets mentioning orange blossom, including this one by @DliciousRcipss “Baked French toast with orange blossom maple syrup.” Also mentioned by @_bandofgypsies “wildflower and arugula salad with an orange blossom vinaigrette,” with attached recipe.
- In July 2017, the Today Show featured a recipe for Orange Blossom Strawberry Spongecake. “The sweet layers of the strawberry jam balanced with the soft whipped cream in between the light orange blossom sponge cake layers” making a perfect light treat.



Source: Pinterest



Source: Pinterest

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ORANGE BLOSSOM
RECIPES ON GENIUS
KITCHEN

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On Genius Kitchen, 14 recipes appear when you search for orange blossom. Recipes include an orange blossom cocktail, pineapple-orange blossom rolls, and a recipe for orange blossom muffins.



ORANGE BLOSSOM

ON THE MENU: Q3 2016-Q3 2017

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34

ORANGE BLOSSOM
MENTIONS ON THE
MENU

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Fine/ Upscale Dining is the top restaurant segment with desserts, entrees and appetizers as the top three menu sections with the most orange blossom flavored items. Desserts account for 35% of all orange blossom flavored menu items.



MENU MENTIONS:

- **Warm Brie with Macadamia Nut Crust** with orange-blossom honey, sliced apple, balsamic reduction and fruit compote at Kincaid's.
- **Orange Blossom Crepes** made with crepes stuffed with supreme cream cheese filling topped with orange blossom sauce, fresh oranges and whipped cream at Baker's Square.
- **Orange Blossom Panna Cotta** with short bread, salted caramel and caramel corn at The Barn at Blackberry Farm.
- **Profiteroles Alle Lamponne** is pastry rolls filled with vanilla bean gelato, raspberry coulis, shaved chocolate and orange blossom infused whipped cream at Frantoio's.

ORANGE BLOSSOM & CONSUMER PERCEPTION

Comparing orange-flavored products and orange-blossom-flavored products head-to-head, a clear trend comes to light. Orange blossom is viewed as more "premium" and "unique" than orange flavored products. In fact, there is an 8.3% gap when it comes to "premium" perception, and a 7.9% gap when it comes to the "unique" rating.

ORANGE BLOSSOM

Global New Product Introductions: 2013-2017

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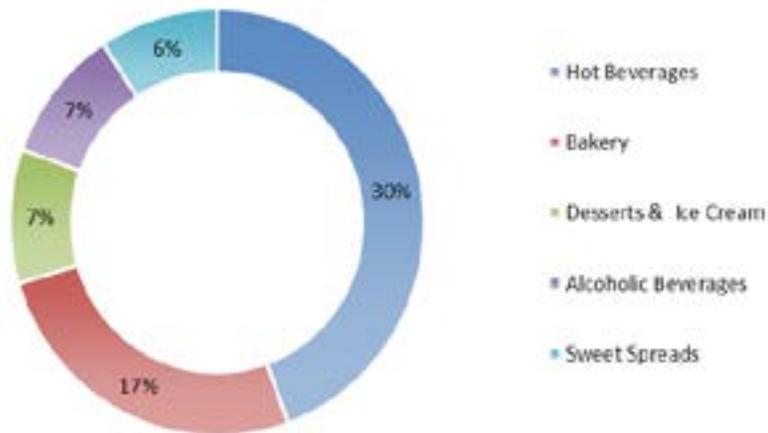
ORANGE BLOSSOM
FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **EUROPE** is the top global region for orange blossom new product introductions with 73% of all new products.
- **TEA** is the top product sub-category globally for orange blossom flavored new products.
- **JASMINE** is the top flavor paired with orange blossom.

TOP 5 ORANGE BLOSSOM PRODUCT CATEGORIES



ROBINSONS RASPBERRY, RHUBARB & ORANGE BLOSSOM FRUIT CORDIAL: a concentrated raspberry, rhubarb, and orange blossom flavored soft drink with sugar and sweetener. UK



AEROPLANE JELLY LITE ORANGE BLOSSOM WITH GREEN TEA JELLY CRYSTALS: described as fragrant orange blossom flavored jelly crystals gently enhanced with green tea extracts. Australia



ALPRO APRICOT WITH ORANGE BLOSSOM SOY YOGURT: this fermented soy product is a plant based alternative to yogurt, with carefully selected fruit. Germany



STEPHEN DESTREE ORANGE BLOSSOM FLAVORED BISCUITS: described as 100% natural, delicate and subtle with a taste of orange blossom. Belgium

ORANGE BLOSSOM

North America New Product Introductions: 2013-2017

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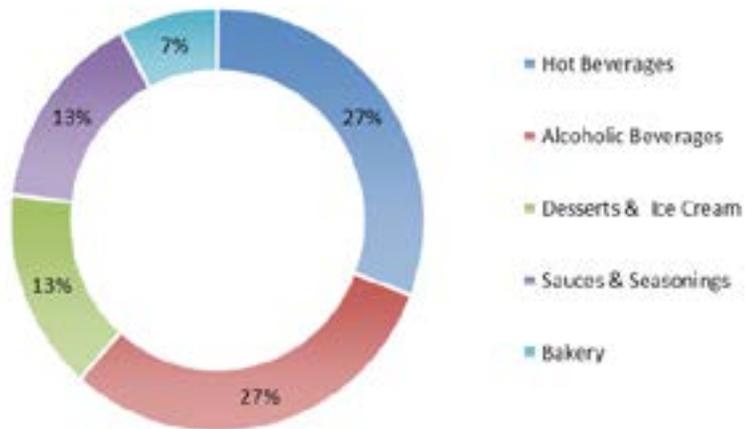
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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 9% of all orange blossom flavored new product introductions.
- **TEA** is the top product sub-category for orange blossom flavored new products.
- **LEMON** is the top flavor paired with orange blossom.

TOP 5 ORANGE BLOSSOM PRODUCT CATEGORIES



JENIS ORANGE BLOSSOM FROZEN BUTTERMILK FROZEN YOGURT: said to be made with juicy tangerine and orange flowers with tart cultured buttermilk. USA



STRONGBOW ORANGE BLOSSOM HARD APPLE CIDER: said to have a spring-like fresh orange blossom aroma with a touch of sweetness and a juicy apple finish. USA



TETLEY ORANGE BLOSSOM, PEACH AND MANGO HERBAL ICED TEA: is caffeine free and contains no artificial colors, flavors or sweeteners. Canada



O OLIVE OIL ORANGE BLOSSOM CHAMPAGNE CALIFORNIA VINEGAR: said to combine crushed orange blossoms with sweet Muscat and champagne grapes. USA

ORANGE BLOSSOM TAKEAWAYS

With a subtle taste profile and a rare versatility, orange blossom is appearing in a range of products both globally and in North America. It has the benefit of premium perception: Our research shows that consumers perceive orange blossom as both more premium and unique than orange flavor alone. Does this positioning make a worthwhile option for your particular consumer? Another consideration: explore pairings like lemon or jasmine if you utilize orange blossom in your product development.

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. 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
Genius Kitchen
Today Show
Food Lover's Companion
www.sagefruit.com

