



RHUBARB

2018 • FLAVOR INSIGHT REPORT

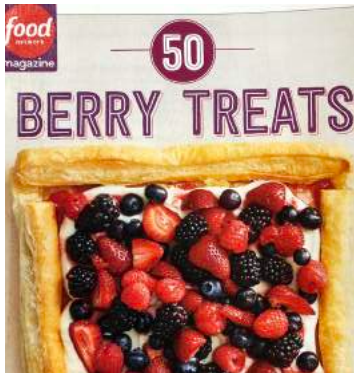
Rhubarb is technically a vegetable but is often used in similar ways as a fruit. Harvested in the spring, rhubarb's short season spans from April to June. The stalks are the only edible part, and in fact, the leaves are poisonous. Naturally tart, it is often cooked with a generous serving of sugar and paired with strawberry. However, we're seeing this unique taste featured in new savory products and recipes. From your Grandma's rhubarb crisp, strawberry-rhubarb jam and even sparkling rhubarb ginger beer, let's explore the various forms of rhubarb on the menu, in social media, and in new products.

RHUBARB

Print & Social Media Highlights

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

- While scrolling through Pinterest, rhubarb pins appear in a wide variety of food and beverage recipes but especially baked goods. These pins include sparkling rhubarb lemonade, iced rhubarb tea, rhubarb buttermilk cake, dark chocolate rhubarb brownies, rhubarb sticky pudding, and no-churn rhubarb ice cream.
- A Twitter search show tweets mentioning rhubarb, including this one by @uponafoodblog "Baked Rhubarb Compote with Honey Yogurt & Toasted Slivered Almonds, with a recipe attached and this tweet by @bnsnbrnbakery "Sweet, spicy, and zesty, this Spicy Chipotle Rhubarb BBQ Sauce is just what you need for summer grilling! #recipe #rhubarb."
- The July/August 2018 issue of Food Network Magazine features a spread: 50 Berry Treats with recipes. Number 29 on the list includes a recipe for a Strawberry-Rhubarb Crisp with rolled oats and brown sugar.



Source: Food Network



Source: Pinterest

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1,165

RHUBARB RECIPES
ON GENIUS KITCHEN

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On Genius Kitchen, formerly food.com, 1,165 recipes appear when you search for rhubarb. Recipes include rhubarb crisp, strawberry rhubarb pie, rhubarb muffins, rhubarb jam, rhubarb iced tea, pork chops with rhubarb stuffing, and butternut squash soup with rhubarb.



RHUBARB

ON THE MENU: Q3 2016-Q3 2017

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205

RHUBARB
MENTIONS ON THE
MENU

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Fine/ Upscale Dining is the top restaurant segment, with dessert, beverage and appetizer as the top three menu sections with the most rhubarb flavored items. Dessert accounts for 40% of all rhubarb flavored menu items.



MENU MENTIONS:

- **Salt Cured Greek Yogurt with Strawberry Rhubarb Preserves** and Pistachio at The Purple Pig in Chicago, Illinois.
- **Organic Roast Chicken with Rhubarb Agrodolce**, pine nuts and golden raisins at Joan's in the Park in St. Paul, Minnesota.
- **Rhubarb Brown Butter Tart** with chamomile cream and rhubarb granita at Restaurant Eve in Alexandria, Virginia.
- Back to Basics Cocktail with Deep Eddy vodka, **rhubarb serum**, lavender, lemon, ginger beer at Urban Farmer in Portland, Oregon.

Source: Mintel Menu Insights

RHUBARB SHOWS OFF ITS STRIPES

In a May 2018 New York Times article is discussed the difficulty of making a rhubarb recipe one that is visually pretty. The high moisture content of rhubarb can lead to the rhubarb quickly disintegrating when heated. This article recommends poaching the rhubarb in a sugar syrup first and you can add flavors like vanilla, cardamom, star anise or even lemon to add a unique twist and a recipe for Vanilla-poached rhubarb pound cake (pictured-below).



Image Source: NYTimes.com

RHUBARB

Global New Product Introductions: 2013-2017

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798

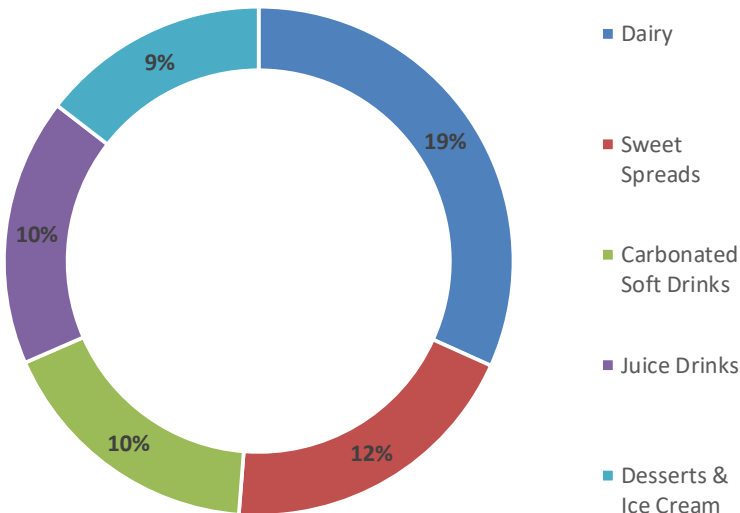
RHUBARB FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **EUROPE** is the top global region for rhubarb new product introductions with 84% of all new products.
- **SPOONABLE YOGURT** is the top product sub-category globally for rhubarb flavored new products.
- **STRAWBERRY** is the top flavor paired with rhubarb.

TOP 5 RHUBARB PRODUCT CATEGORIES



ROBINSONS RASPBERRY, RHUBARB & ORANGE BLOSSOM FRUIT CORDIAL: is prepared with berries and rhubarb which are hand-picked and then pressed into juice, and said to be perfectly paired with orange blossom for a floral hint. UK



MARKS & SPENCER RHUBARB CRUMBLE: includes tender pieces of rhubarb topped with golden all butter crumble and is microwaveable. Greece



PAULINS BLUEBERRY, RHUBARB, CARDAMOM & CINNAMON GLUTEN-FREE GRANOLA: contains 51% oats and 17% seeds and is described as rich in fiber and wholemeal and is free from added sugar and additives. Finland



MÜLLER LIGHT CRUMBLE INSPIRED RHUBARB CRUMBLE & CUSTARD FLAVORED YOGURT: this limited-edition product is fat-free and 99kcal or less. UK

RHUBARB

North America New Product Introductions: 2013-2017

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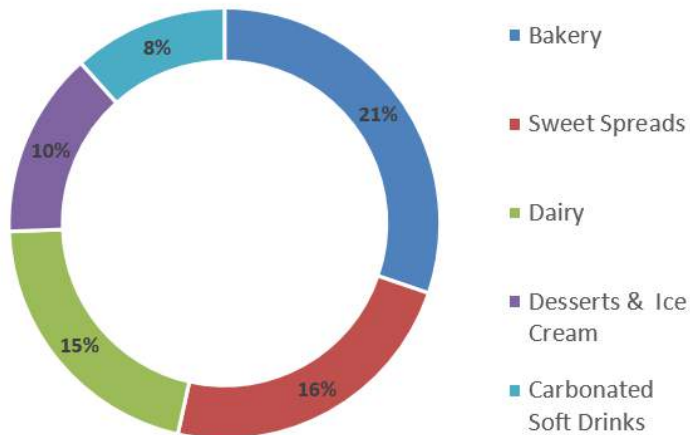
RHUBARB FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 8% of all the rhubarb flavored new product introductions.
- **CAKE, PASTRY & SWEET GOODS** is the top product sub-category for rhubarb flavored new products..
- **STRAWBERRY** is the top flavor paired with rhubarb.

TOP 5 RHUBARB PRODUCT CATEGORIES



DAVIDSTEA SQUISH STRAWBERRY RHUBARB GUMMIES: Shaped like cute little strawberries, they're infused with deliciously tart strawberry and rhubarb flavor. Get ready for rhu-berry bliss! USA



SOMERSBY RED RHUBARB FLAVORED CIDER: this product is described as having a refreshingly crisp taste with an original fruity flavor. Canada



365 EVERYDAY VALUE BERRY RHUBARB FRUIT & VEGGIE BARS: this product is fat-free and contains a 1/2 cup of fruits and vegetables per serving. USA



LOVE CHILD ORGANICS APPLES STRAWBERRIES RHUBARB YOGURT: the organic and kosher certified product is a blend of organic fruit, yogurt, grains and contains no added sugar, salt, gluten, anything artificial, fillers and nuts. 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
New York Times
Pinterest
Twitter
Genius Kitchen
Food Lover's
Companion



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