



LIME

2019 • FLAVOR INSIGHT REPORT

The juice and zest of the lime brings new life and character to any dish or beverage. From spicy tacos to a refreshing cocktail—lime will take the taste experience to a whole new level by adding complexity and freshness. Since 2013, lime flavored new products are growing globally with 43% growth. Europe is the key region for growth, and we are seeing 33% growth in North America. Let's take a closer look at the various forms of lime on the menu, in social media, and in new products.

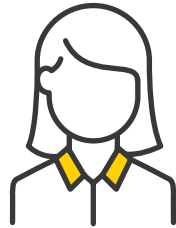
LIME

Social Listening Summary

We conducted a social listening analysis on lime covering the previous six months. An overview is provided below.



Mentions per Minute



71%
Female

Key Consumer Voice

Keywords: fresh, sweet, delicious, easy



KEY CONSUMER INTERESTS

- 1) 59% Cocktails & Beer
- 2) 46% Desserts & Baking
- 3) 45% Mexican Cuisine

TOP POSTS

Recipe: 7-UP Pound Cake

Recipe: Easy skillet cilantro lime chicken.

Recipe: Avocado, Black Bean Corn Salad Cilantro Lime Dressing

Source: Infegy



2,144

LIME RECIPES
ON GENIUS KITCHEN



On Genius Kitchen, formerly food.com, 2,144 recipes appear when you search for lime. Recipes include tequila lime shrimp tacos, limeade, avocado lime salad, candied lime slices, Georgetown lime cookies, coconut lime squares, honey lime oat muffins and a cranberry lime ricky.

ULTIMATE BREAKFAST TOAST

The September issue of Cooking Light features an article titled "Ultimate Breakfast Toast" that takes toast to the next-level making it a wholesome treat for anytime of the day. The recipe includes fruits like fresh mixed berries, and peaches that are topped with lime juice and sugar and paired with a ricotta & honey mixture on toast.



LIME

ON THE MENU: Q3 2017-Q3 2018

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3,911

LIME MENTIONS
ON THE MENU

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Casual Dining is the top restaurant segment, with beverage, entrée and salad as the top three menu sections with the most lime-flavored items. Beverages account for 65% of all lime-flavored menu items.



MENU MENTIONS:

- **Lemon-Lime Pound Cake** is served with a **lime buttermilk sherbet** at The Bristol in Chicago.
- **Watermelon & Snow Pea Salad** is served with a **tamarind-lime vinaigrette** at Talde in Brooklyn, NY.
- **Prickly Pear Margarita** is made with Astral Blanco tequila, **lime agave sour** and prickly pear puree with a float of Grand Marnier at Benihana's nationwide.
- **Chili-Lime Chicken and Mango Salad** is made with grilled chicken, sweet mango, avocado, jicama, sweet corn, onions, cilantro and romaine, tossed with our **chili-lime vinaigrette** at the Grand Lux Café in Chicago.

Source: Mintel Menu Insights



LIME

Global New Product Introductions: 2013-2018

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6,425

LIME FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **EUROPE** is the top global region for lime new product introductions with 44% of all new products.
- **CARBONATED SOFT DRINKS** is the top product sub-category globally for lime flavored new products.
- **LEMON** is the top flavor paired with lime.

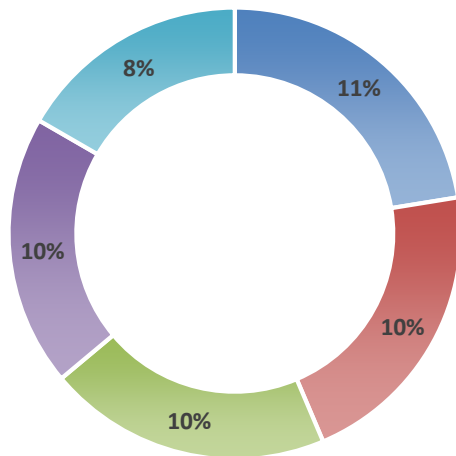


INNOCENT BUBBLES SPARKLING LEMON & LIME PURE FRUIT SPRING WATER: a lightly sparkling blend of pure fruit juice and spring water. 54% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. France



MACRO WHOLEFOODS MARKET HOLA YUMMY-NESS CHILLI & LIME NUTS & SEEDS: This Mexican-inspired nut & seed mix is a good source of fiber and protein. 41% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. Australia

TOP 5 LIME PRODUCT CATEGORIES



- Sugar & Gum Confectionery
- Juice Drinks
- Snacks
- Alcoholic Beverages
- Carbonated Soft Drinks



REMEDY ORGANIC KOMBUCHA LEMON, LIME & MINT: A sparkling live cultured drink that is brewed for 30 days and hand-crafted in small batches. 32% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. Australia

LIME

North America New Product Introductions: 2013-2018

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1,133

LIME FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 18% of all lime flavored new product introductions.
- **FLAVORED WATER** is the top product sub-category for lime flavored new products.
- **LEMON** is the top flavor paired with lime.

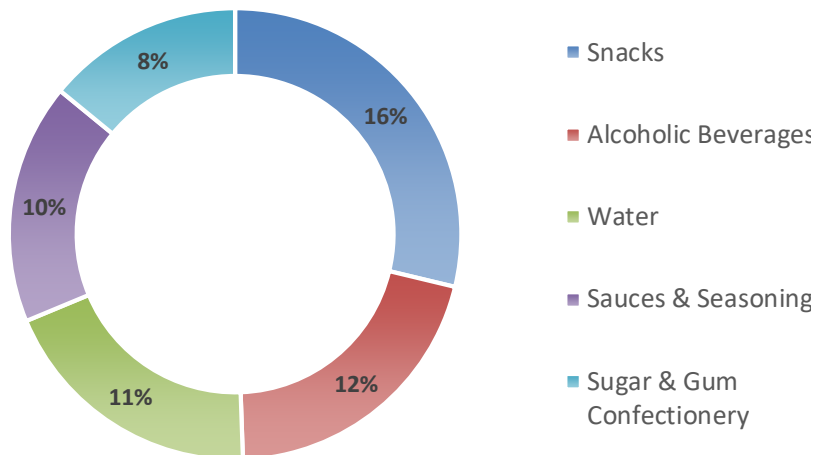


NABISCO TRISCUIT AVOCADO, CILANTRO & LIME CRACKERS: A baked cracker made with 100% whole grain wheat. 49% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. USA.



MALIBU CARIBBEAN RUM WITH LIME LIQUEUR: Malibu Lime is described as “a bold and juicy taste with a fresh lime finish.” 44% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. USA.

TOP 5 LIME PRODUCT CATEGORIES



SIGNATURE SELECT CHUNKY MANGO-LIME MILD SALSA: Described as a fusion of flavor from the Caribbean, it is a salsa with sweet and tangy mangoes, and peaches. 47% of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. USA.

THE TAKEAWAYS

The interest in lime spans categories, demographics and geographic regions. The taste has seen 43% growth globally and about 18% of new products are in North America. For those posting about lime on social media: key interests are culinary, including Mexican cuisine, cocktails/beer and desserts/baking. This tried and true flavor is incredibly versatile, adding zest and complexity to a wealth of foods and beverages. The question is: Is it right for your product development?



SOURCES:

Mintel GNPD
Mintel Menu Insights
Mintel Purchase Intelligence
Genius Kitchen
Food Lover's Companion
Infegy



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/