



BLOOD ORANGE

2019 • FLAVOR INSIGHT REPORT

Known for its crimson red flesh, the blood orange originated as one of Sicily's most treasured crops and is now grown around the world. Once reserved only for royalty, the blood orange has made its way into an array of new product categories, with beverage leading the way in terms of new introductions. Blood orange flavored products grew 16% globally from 2017-2018 with the most growth happening in Asia Pacific. Let's take a closer look at the various forms of blood orange on the menu, in social media, and in new products.

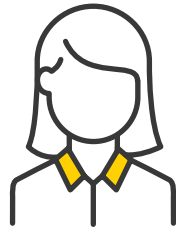
BLOOD ORANGE

Social Listening Summary

Check out FONA's social listening analysis on blood orange, covering the previous six months. Blood Orange mentions increased 107% in the time period.



Mentions per Hour



77%
Female

Key Consumer Voice

Keywords: *raspberry, cocktail, ice cream, olive oil, beer*



KEY CONSUMER INTERESTS

- 1.) 83% Desserts & Baking
- 2.) 45% Vegan
- 3.) 30% Cocktails/Beer

TOP POSTS

Twitter: @hint "Packed with the perfect punch flavor, blood orange is our #hintwater of choice today."

Instagram: @chapmancrafted "We're in the middle of citrus season, and to celebrate we have a special variant of a favorite IPA for you today! Enjoy a pour of Scenic Route IPA with Blood Orange."



11

BLOOD ORANGE
RECIPES ON GENIUS
KITCHEN



On Genius Kitchen, formerly food.com, 11 recipes appear when you search for Blood orange. Recipes include salads such as Endive, Blood Orange & Hazelnuts; Blood Orange & Mango Sorbet; Blood Orange & Rosemary Jelly; and a Rainbow Citrus Tart with blood oranges, limes, kumquats, grapefruit and Meyer lemon.

FLIGHTS OF FANCY: GAME BIRDS

The December 2018 issue of Food & Wine magazine features a recipe with Buttermilk-Marinated Quail with Herbed Raita & Blood Oranges. The recipe is described as "Sizzling broiled quail, spiced with toasty garam masala, are served with creamy herbed raita and cooling, jeweled blood orange supremes for a stunning dinner party appetizer or main course."



Photo: Food & Wine

BLOOD ORANGE

ON THE MENU: Q3 2017-Q3 2018

“

1,238

BLOOD ORANGE
MENTIONS ON THE MENU

”

Casual Dining is the top restaurant segment, with beverage, dessert and entrée as the top three menu sections with the most blood orange-flavored items. Beverages account for 72% of all blood orange-flavored menu items.



MENU MENTIONS:

- **Blood Orange Rita** with Tres Agave Blanco, **Monin Blood Orange Liqueur**, sweet and sour & fresh lime juice at Rockin’Baja in San Diego, CA.
- **Bloody Chocolate** with baked dark chocolate ganache, **blood orange segments**, orange coulis, crème fraiche, spiced hazelnuts and **blood orange sorbet** at Abacus Restaurant in Dallas, TX.
- **Orange Scented Fall Salad** with Arugula, roasted rainbow carrots, squash, beets and fennel, spiced pecans, **blood orange vinaigrette**, velvety honey orange ricotta at Chart House in Houston, TX.



Source: Mintel Menu Insights

BLOOD ORANGE

Global New Product Introductions: 2013-2018

“

880

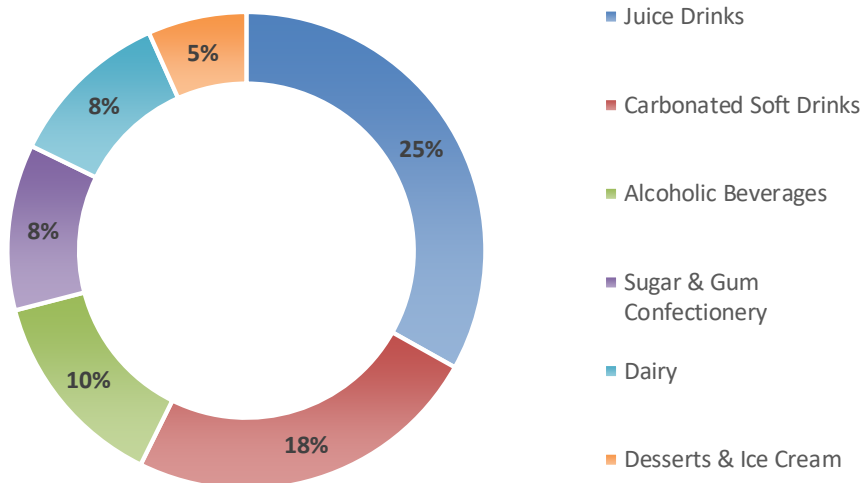
BLOOD ORANGE
FLAVORED NEW PRODUCT
INTRODUCTIONS

”

GLOBAL FAST FACTS:

- **EUROPE** is the top global region for blood orange new product introductions with 58% of all new products.
- **JUICE DRINKS** is the top product sub-category globally for blood orange flavored new products.
- **GRAPEFRUIT** is the top flavor paired with blood orange.

TOP 5 BLOOD ORANGE PRODUCT CATEGORIES



FANTA ZERO SPARKLING LOW CALORIE BLOOD ORANGE DRINK: A limited edition carbonated soft drink available for Halloween.

- **46%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. UK



REAL HANDFUL BLOOD ORANGE BURST SNACK MIX: A snack mix made with fruits, nuts and chocolate.

- **40%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. UK



BEERENBERG AUSTRALIAN BLOOD ORANGE MARMALADE: Described as a delicious marmalade made from Riverland oranges, with an intense flavor and aroma that delivers a delightful kick.

- **38%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory. AUSTRALIA

BLOOD ORANGE

North America New Product Introductions: 2013-2018



132

BLOOD ORANGE
FLAVORED NEW PRODUCT
INTRODUCTIONS



NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 15% of all blood orange flavored new product introductions.
- **ALCOHOLIC BEVERAGE** is the top product sub-category for blood orange flavored new products.
- **RASPBERRY** is the top flavor paired with blood orange.



TEXAS WILDFLOWER BLOOD ORANGE FLAVORED VODKA: This vodka is distilled six times from grains in small batches. It is said to be created in admiration of the wild flower's passion for life. USA

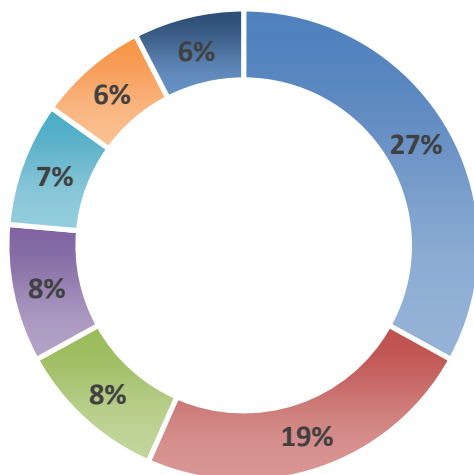
- **37%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory.



POLAR SELTZER'ADE BLOOD ORANGE LEMONADE SPARKLING DRINK: A sparkling beverage made with essence of fresh lemons and natural fruit flavors. USA

- **35%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory.

TOP 5 BLOOD ORANGE PRODUCT CATEGORIES



- Alcoholic Beverages
- Carbonated Soft Drinks
- Juice Drinks
- Water
- Chocolate Confectionery
- Other Beverages
- Sugar & Gum Confectionery



OPEN NATURE BLOOD ORANGE NATURALLY FLAVORED NONFAT STRAINED GREEK YOGURT: A yogurt made with natural ingredients, 0% milk fat and grade A milk from cows not treated with rBST. USA.

- **47%** of consumers responded that they likely or definitely would purchase this product, significantly outperforming its subcategory.

THE TAKEAWAYS

In one year alone, blood orange garnered 16% growth in product introductions. While beverage is the primary beneficiary of the delicious, crimson red blood orange, new categories like sugar & gum confectionery, dairy and desserts and ice cream are beginning to push the envelope with new and unique blood orange new product introductions. Based on overall consumer perception compared to all citrus fruits, blood orange is rated higher on the attributes of *premium* and *unique*—which is exactly what you would expect from a fruit once strictly reserved for royalty. Also, social media mentions increased 107% in the past 6 months, showing that consumers are expanding their citrus horizons and showing interest in a flavor fit for a king.

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
Mintel Purchase Intelligence
Genius Kitchen
Food & Wine
Food Lover's Companion
Infegy
NPR