



# YUZU

## 2019 • FLAVOR INSIGHT REPORT

With the size of a tangerine, the coloration of an unripe orange and a taste between a lemon and a grapefruit, Yuzu is a fruit often considered an exotic hybrid of the citrus family. Mainly cultivated in Japan and China, it can be a rare sighting in the U.S. Its incredible fragrance and sour taste means it isn't usually consumed as-is, but its zest and juice are added into recipes. The delicate floral aroma is a unique addition to many beverages, and bright color adds to the appeal of many dishes. Let's take some time to become familiar with a flavor that YUZU won't forget.

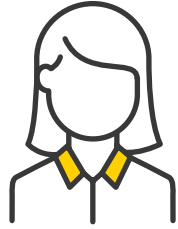
# YUZU OVERVIEW

## Social Listening Summary

We conducted a social listening analysis on yuzu covering the past 6 months. An overview is provided below.



Mentions per Minute



63%  
Female

Key Consumer Voice

Popular Hashtags: #fruit #matcha #vegan #japanese #icecream



### KEY CONSUMER INTERESTS

- 1.) Pop Culture
- 2.) Nightclubs
- 3.) Food & Drink

### TOP POSTS

**Twitter:** @cookpad "Yuzu is about to explode in popularity in the United States"

### CONSUMER PERCEPTION

Looking at consumer perception, respondents viewed yuzu-flavored products as both more unique and more premium than other citrus flavors. But when digging into the verbatim consumer responses, many stated that they were not familiar with yuzu.



290

YUZU RECIPES ON  
COOKPAD



On cookpad.com, 290 recipes appear when you search for yuzu. Recipes include Japanese style chicken patty, prawn toast with yuzu mayo, edamame yuzu hummus, Japanese style baby back ribs and crab & edamame quiche.

## KOREAN CITRON YUZU TEA

A January 2019 post the 'Oh, How Civilized' tea blog features a recipe for an herbal caffeine-free citrus tea. The recipe includes yuzu as well as some sugar, honey and white vinegar for rinsing. but can also be served at room temperature. Honey may be used to sweeten but is reported by tea sommeliers to mask the yuzu flavor, sugar is recommended instead.



# YUZU

ON THE MENU: Q4 2017-Q4 2018

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402

YUZU  
MENTIONS ON THE MENU

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Fine dining is the top segment, with entrée, beverage and appetizer as the top three menu sections with the most yuzu flavored items.



## MENU MENTIONS:

- **Yuzu Cheesecake** is offered at Mille Fleurs restaurant located in Rancho Santa Fe. The dessert item features a French twist on the traditionally Japanese ingredient with a **yuzu citrus curd** and a lemon sorbet.
- **Monkfish Grapeleaves** are served at The Sarma Restaurant in Somerville Maryland. This dish features ingredients such as miso avgolemono sauce, maitake mushrooms and **puffed rice with yuzu**.
- **Tumeric and Sweet Potato Capelletti** is a specialty item created by the Flour & Water restaurant for a vegetarian pasta tasting. This Mediterranean dish features a traditional tortellini with sweet potato, chives, turmeric and **preserved yuzu vinaigrette**



Source: Mintel Menu Insights

# YUZU

## Global New Product Introductions: 2017-2019

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356

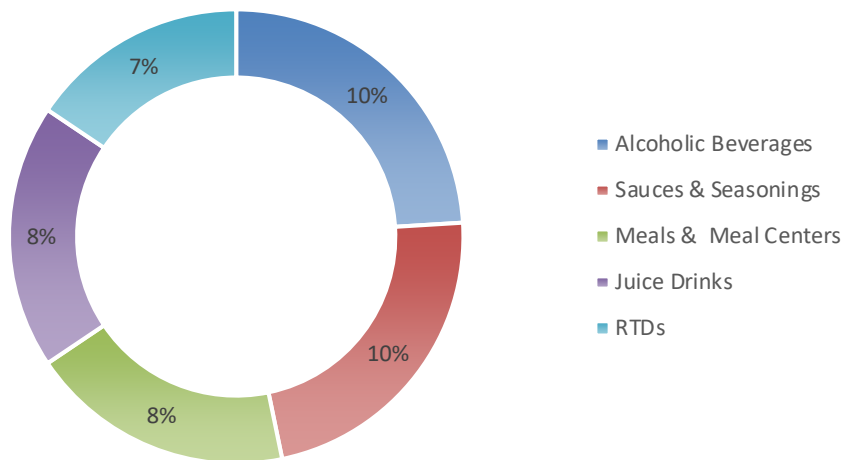
YUZU FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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### GLOBAL FAST FACTS:

- **RTD ICED TEA** is the top subcategory globally for yuzu flavored new products.
- **ASIA PACIFIC** is the top global region for yuzu flavored new products.
- **LEMON** is the top flavor paired with yuzu.

### TOP GLOBAL NEW PRODUCT CATEGORIES



**YM YUZU IT TO ME PRESSED JUICE:** This product from Juice Lab is described as a blend of Goulburn Valley pear, mandarin, grapefruit, ginger, yuzu and ginseng. It retails in a 100% recycled bottle and has a 5/5 health star rating. | Australia

**35%** of consumers polled said they would possibly purchase this product, significantly outperforming its subcategory.



**BURRO BLUEBERRY YUZU LEMON COOKIES:** This product from SweetPlantations is described as a hand-crafted exquisite treat made with the finest ingredients, perfect for any occasion. | Indonesia

**22%** of consumers responded that they would possibly purchase this product, underperforming its subcategory.



**YUZU AND JASMINE TEA FLAVORED SUGAR-FREE GUM:** This product from Wrigley is a release from the Doublemint brand. This product was released in April of 2019. | China

# YUZU

## North America New Product Introductions: 2017-2019

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18

YUZU FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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### NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 5.1% of all yuzu flavored new product introductions.
- **CARBONATED SOFT DRINKS** is the top product sub-category for yuzu flavored new products.
- **LIME** is the top flavor paired with yuzu.



**YUMAMI FOODS BLACK BEAN, YUZU-CHILI WITH POPPED NORI GO-DIP SNACK:** This product is made with American-grown beans and is kosher certified, GMO, gluten, nut and dairy free. | USA

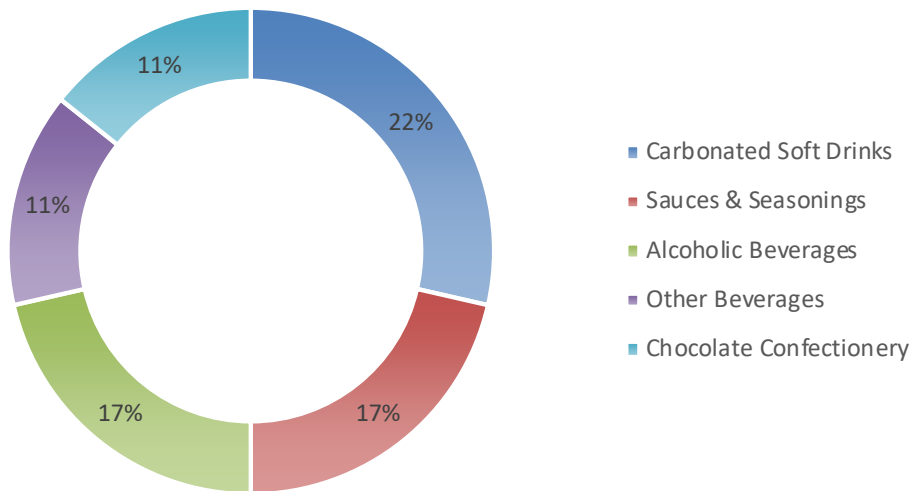
**19%** of consumers polled said they would possibly purchase this product, significantly underperforming its subcategory.



**SPRINKLING YUZU FURIKAKE:** Muso From Japan comprises a basic blend of toasted sesame seeds and green nori flakes with dried yuzu citrus zests. It is described as a ready to use table condiment made with only plant-based ingredients. | USA

**16%** of consumers responded that they would possibly purchase this product, underperforming its subcategory.

## NORTH AMERICA NEW PRODUCT CATEGORIES



**LEMON & YUZU TRULY SPIKED & SPARKLING WATER:** This product contains no gluten or natural sweeteners and is 100 calories and contains 1g of sugar per slim can. | USA

**21%** of consumers responded that they would possibly purchase this product, significantly underperforming its subcategory.

# THE TAKEAWAYS

With the upcoming 2020 Tokyo Olympics, yuzu and other Japanese ingredients are receiving more attention in the U.S. than ever before. However, yuzu still remains a flavor associated with luxury and the exotic. People who mention yuzu on social media have more disposable income than many. Most survey respondents consider yuzu to be a more unique and premium flavor compared to the rest of the citrus family. There is opportunity for developers to appeal to the market, particularly if the target consumer is interested in tastes that may be the “next big thing.” Pairing yuzu with more commonly know tastes may be a way to capitalize on the uniqueness while making it familiar to core consumers.

## 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/](http://www.fona.com/contact-fona/)



### SOURCES:

Mintel GNPD  
Mintel Menu Insights  
Mintel Purchase Intelligence  
Cookpad  
Food & Wine  
Food Republic  
Infegy  
Oh How Civilized