

A close-up photograph of several ripe white peaches in a light-colored ceramic bowl. The peaches have a soft, fuzzy texture and a mix of pale yellow and light pinkish-red hues. Fresh green basil leaves are scattered around the peaches, adding a vibrant contrast. The background is softly blurred, showing more peaches and a hint of a white surface.

WHITE PEACH

2020 • FLAVOR INSIGHT REPORT

Unlike their yellow-fleshed cousins, white peaches boast a creamy pinkish-white flesh that is sweeter to taste. This luscious, sweet fruit is excellent for eating out of hand. White-fleshed peaches are lower in acid and taste sweet whether firm or soft. They are low in acid, allowing for their natural sweetness to be more pronounced. The unique flavor profile is being introduced in cakes, flavored alcohol, and iced tea all over the world. Since 2014, white peach flavored global new product introductions grew 63%. Asia Pacific is the key region for growth with 83% of all white peach flavored new products, but it's no surprise that North America is showing 500% growth in the past year. Let's take a closer look at the various forms of white peach on the menu, in social media, and in new products.

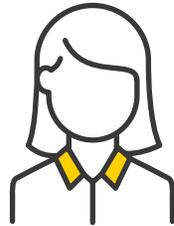
WHITE PEACH

Social Listening Summary

We conducted a social listening analysis on white peach covering the previous 12 months. An overview is provided below.



Mentions per Hour



57%
Female

Key Consumer Voice

Keywords: Juicy, Stand at the Peak, Perfectly Ripe, Peak of the Season



KEY CONSUMER INTERESTS

- 1.) 86% Food & Drink
- 2.) 50% Desserts & Baking
- 3.) 31% Humor & Satire

TOP POST

Instagram: @Charlotteagenda posts "What's brunch without a mimosa?" as she raves about a new brunch restaurant with a must try white peach and lavender mimosa. Source: Infegy Atlas



16

WHITE PEACH
RECIPES ON
FOOD.COM



On Food.com, 16 recipes appear when you search for white peach. Recipes are mostly beverage and include white peach sangria, white peach bellini, and white peach martini. Other non-beverage recipes include: white peach cheesecake, white peach pound cake, and white peach and red raspberry cobbler.

White Peach Iced Tea

In the Taste of Home Magazine, they provide a recipe for a sweet combination of fresh white peach juice and iced tea that creates the "ultimate summer" drink. This 4 ingredient White Peach Iced Tea can also be made with iced green tea or your choice of floral tea flavor for a refreshing sweet taste.



WHITE PEACH

ON THE MENU: Q4 2018-Q4 2019

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179

WHITE PEACH
MENTIONS ON THE
MENU

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Casual Dining and Fine/ Upscale/Gourmet are the top restaurant segments, with beverage, dessert, and entree the top three menu sections with the most white peach-flavored items. Beverages account for 68.7% of all white peach-flavored menu items.



MENU MENTIONS:

- **White Peach Italian Ice**, frozen beverage that combines lemon and white peach at Fazoli's, nationwide.
- **White Peach Mousse**, lychee, buckwheat, lemon verbena, white peach sorbet at Menton in Boston, MA.
- **White Peach Citrus Sangria**, Tito's Handmade vodka, Hogue pinot grigio, Monin gourmet white peach, pineapple juice, fresh orange and lemon at Blazing Onion in Washington.

Source: Mintel Menu Insights

Consumers love white peach more than 65% of all fruits & veggies.

- 16% of all consumers love white peach
- This places it in the 65th percentile among all fruits & veggies

Source: Datassential Flavor Tracker

WHITE PEACH

Global New Product Introductions: 2014-2019

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420

WHITE PEACH FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **ASIA PACIFIC** is the top global region for white peach new product introductions with 83% of all new products
- **DESSERTS & ICE CREAM** is the top product sub-category globally for white peach flavored new products.
- **YELLOW PEACH** is the top flavor paired with white peach.

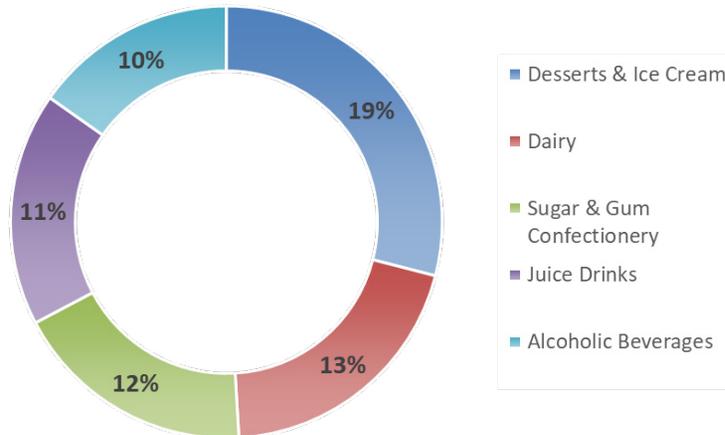


GLICO POCKY FROM JAPAN WHITE PEACH & STRAWBERRY PRETZEL STICKS: Described as a gentle combination of strawberry flavored pretzel sticks and high quality sweet white peach flavored chocolate. This product was added as a seasonal limited edition for autumn/ winter 2019. | Japan



PALM BAY SPARKLING VODKA BEVERAGE VARIETY PACK: Features three 355ml cans of their new flavor, white peach and tangerine, as part of their 12-pack variety deal. | Canada

TOP WHITE PEACH PRODUCT CATEGORIES



FUZE BLACK ICE TEA WHITE PEACH ZERO: Made with black tea extract, white peaches, and zero sugars it combines the taste of tea and fruit juices. | Romania

WHITE PEACH

North America New Product Introductions: 2014-2019

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21

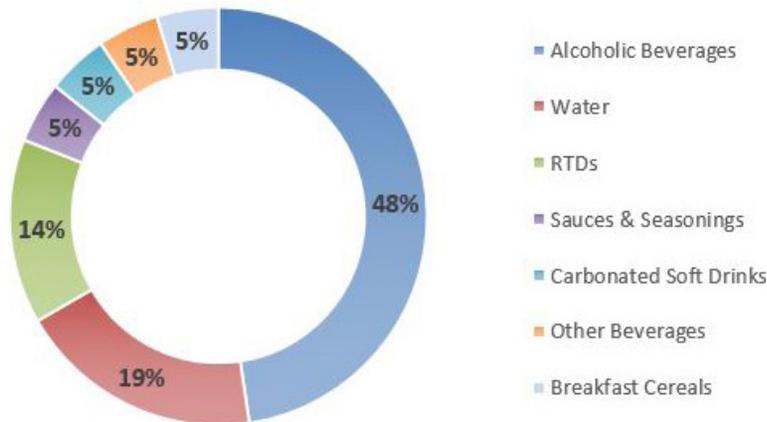
WHITE PEACH FLAVORED
NEW PRODUCT
INTRODUCTIONS

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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 5% of all white peach flavored new product introductions.
- **FLAVORED ALCOHOLIC BEVERAGES** is the top product sub-category for white peach flavored new products.
- **GINGER** is the top flavor paired with white peach.

TOP WHITE PEACH PRODUCT CATEGORIES



ICE MOUNTAIN WHITE PEACH GINGER FLAVORED SPARKLING NATURAL SPRING WATER:

This kosher certified sparkling water is free from calories, sugars, sweeteners and colors. It is a blend of real white peach ginger flavor with other natural flavors, bubbles, and real spring water.

51% of consumers responded that they likely or definitely would buy this product. | USA



DASANI SPARKLING WHITE PEACH NATURALLY FLAVORED SPARKLING WATER BEVERAGE:

This product is free from calories and artificial flavors. 58% of consumers described this product as tasty and 45% responded that they likely or definitely would buy this product,.



MASTER OF MIXES WHITE PEACH DAIQUIRI AND MARGARITA MIXER:

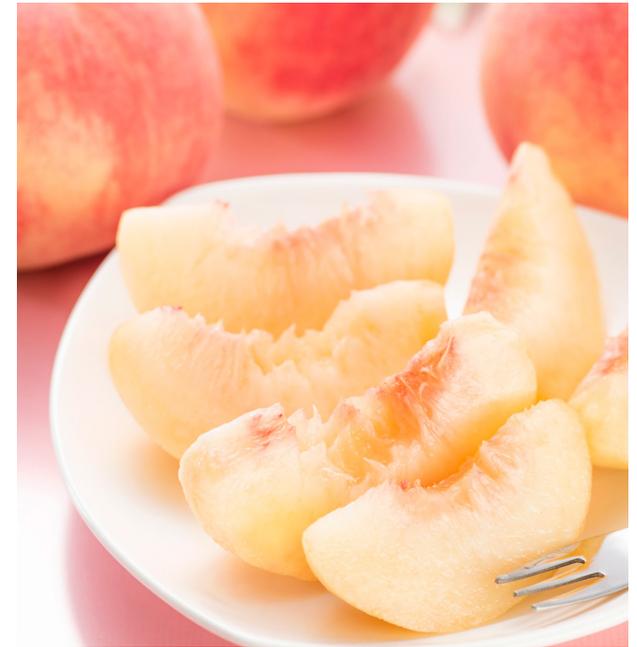
Handcrafted with freestone white peaches and key lime juice, this product contains all-natural flavors.

57% of consumers describe this margarita mixer as tasty.

31% of responded that they likely or definitely would buy this product. | USA

THE TAKEAWAYS

White peach showed a 20% increase in global new product introductions last year with 6 new product introductions coming from North America. We are also spotting growth in white peach flavored menu items, with casual dining and fine/upscale/gourmet tie for the top restaurant segment and beverage accounting for 69% of all white peach flavored menu items. For those posting about white peach on social media the words juicy, stand at the peak, perfectly ripe, and peak of the season are the words most often associated with posts about white peach. White peach is known for its sweetness and is most often paired with yellow peach, raspberry, ginger, or plum. The question is—is white peach on your Flavor Radar?



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

Food.com

Food Lover's Companion

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