

MARIONBERRY

2020 • FLAVOR INSIGHT REPORT

Marionberry has a complex, rich and earthy flavor that is both sweet and tart. This Oregon-specific berry is a unique hybrid of two types of blackberries, the Chehalem and Olallieberry. With 17 marionberry flavored global new product introductions in the last 5 years, marionberry is making its way into consumers' hands, mostly as spoonable yogurt. 88% of all marionberry flavored new products come from North America, making it a key region for growth. Let's take a closer look at the various forms of marionberry on the menu, in social media, and in new products.

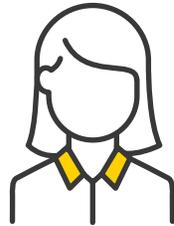
MARIONBERRY

Social Listening Summary

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



Mentions per Hour



70%
Female

Key Consumer Voice

Keywords: Ice Cream, Jam, Pie, Oregon



KEY CONSUMER INTERESTS

- 1.) 85% Food & Drink
- 2.) 58% Desserts & Baking
- 3.) 15% Alcoholic Beverage

TOP POST

Instagram: @sam_and_wild_violet_gardern from Melbourne, Australia posted a picture featuring delicious berries grown in her garden saying "Marionberry, my personal favourite...the sweetest blackberry taste."

Source: Infegy Atlas



4

MARIONBERRY
RECIPES ON
FOOD.COM



On Food.com, 4 recipes appear when you search for marionberry. Recipes are mostly non-beverage and include marionberry vinaigrette, marionberry cobbler, and marionberry, blue cheese and arugula salad. You can also find a beverage recipe for marionberry truffle martini.

Black-and-Blue Pie with Brown Sugar Crumb

In the August 2019 issue of Food & Wine magazine, Nicole Rucker who is referred to as the 'pie pro' shares her secrets to enjoying "pie in its perfect, rustic, fruity state". Her Black-and-Blue Pie with Brown Sugar Crumb recipe calls for 12 ounces of fresh marionberry, blackberry, or boysenberry filling. It is great for summer baking fun and is best served with cold heavy cream on top.



MARIONBERRY

ON THE MENU: Q4 2018-Q4 2019

“

32

MARIONBERRY
MENTIONS ON THE
MENU

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Family/Midscale is the top restaurant segment, with entrée the top menu section with the most marionberry-flavored items. Baked goods account for 69% of all marionberry-flavored menu items.



MENU MENTIONS:

- **Oregon Marionberry NSA**, The Oregon official state award winning gourmet pie can be found at Shari's Restaurant, western United States.
- **Belgian Waffle**, warm waffles are served with Elmer's pancake syrup or Oregon marionberry syrup at Elmer's Restaurant, western United States.

Source: Mintel Menu Insights

- Across the web, 98% of all posts about marionberry are positive and use the words aromas, sweet, fresh, and ipa to express their positivity.

Source: Infegy Atlas

MARIONBERRY

Global New Product Introductions: 2014-2019

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18
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 MARIONBERRY FLAVORED
 NEW PRODUCT
 INTRODUCTIONS

GLOBAL FAST FACTS:

- **NORTH AMERICA** is the top global region for marionberry new product introductions with 88% of all new products.
- **SPOONABLE YOGURT** is the top product sub-category globally for marionberry flavored new products.
- **CHEDDAR CHEESE** is the top flavor paired with marionberry.

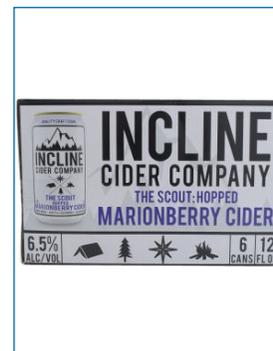
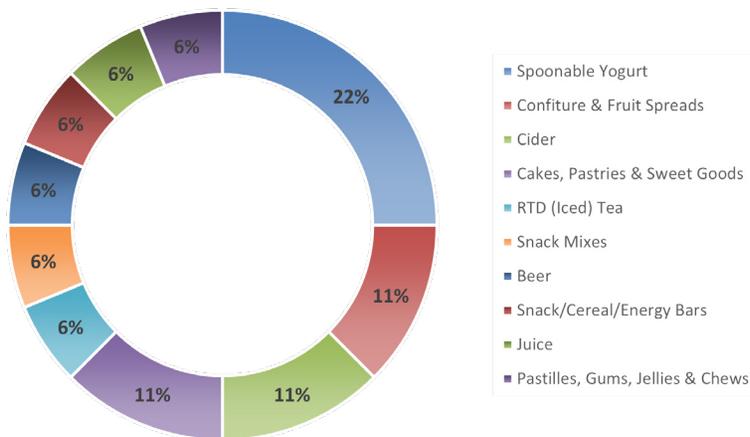


TILLAMOOK FARMSTYLE PARFAIT OREGON MARIONBERRY GREEK STRAINED YOGURT WITH HONEY OAT GRANOLA: Contains 12g of protein per serving and is made with grade A milk that is free from artificial growth hormones. 46% of consumers responded that they likely or definitely would buy this product. | USA



WILD ROOTS MARIONBERRY INFUSED VODKA: Each handcrafted vodka bottle contains over one pound of prized marionberries sourced from local Oregon farms. The berries are known for their juiciness and complex tart and sweet flavor. 31% of consumers responded that they likely or definitely subcategory. | USA

TOP MARIONBERRY PRODUCT CATEGORIES



Incline Cider Company The Scout: Hopped Marionberry Cider: A complex and balanced cider that is free from GMO, gluten, artificial additives and added sugar. The unique drink is carefully crafted with freshly pressed apples and marionberries. 30% of consumers responded that they likely or definitely would buy this product. | USA

THE TAKEAWAYS

Marionberry is showing growth over the past year around the globe and significantly in North America. We are also spotting growth in marionberry-flavored menu items, with family/midscale as the top restaurant segment and baked goods accounting for 69% of all marionberry-flavored menu items. For those posting about marionberry on social media the words ice cream, jam, pie, and Oregon are most often associated with posts about marionberry. Often referred to as the “king of blackberries”, the complex tart and sweet flavor of marionberries is also being introduced in cider, cake, pastry, and sweet goods. The question is- is marionberry 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	Food & Wine Magazine
Mintel Menu Insights	Infegy
Mintel Purchase Intelligence	Table Magazine
Food.com	Datassential Flavor Tracker

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FREE
Flavor Sample Here

