



# ROASTED GARLIC

## 2020 • FLAVOR INSIGHT REPORT

Roasted garlic, is garlic that has been roasted in the oven until the cloves are golden, completely soft and begin to protrude from the skin slightly. The long, slow cooking mellows the garlic's bite and leaves a rich, deep flavor and silky texture. Roasted garlic has been showing growth around the globe with more than 1050% increase in new products in the past year. North America is the key region for new product releases with 38% of all roasted garlic flavored new products. Let's take a closer look at the various forms of roasted garlic on the menu, in social media, and in new products.

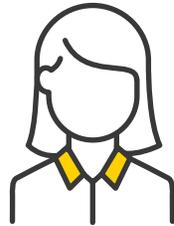
# ROASTED GARLIC

## Social Listening Summary

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



Mentions per Minute



70%  
Female

Key Consumer Voice



### KEY CONSUMER INTERESTS

- 1.) 87% Food & Drink
- 2.) 4% Cooking
- 3.) 3% Vegan Diets

### TOP POST

Instagram: @melissalhowe posted saying "Non breakfast food for breakfast is my favorite. Sweet Potato, tempeh, avocado, black beans, tomato, roasted garlic, and lime."

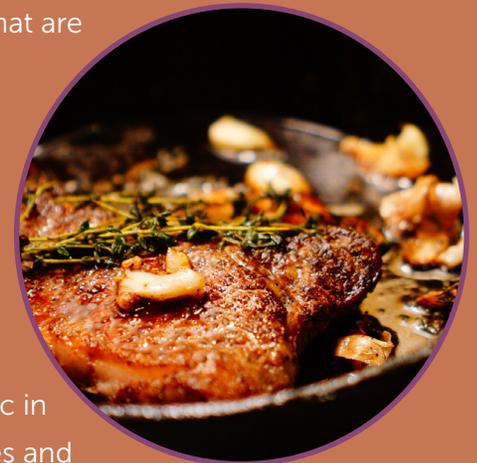
Source: Infegy Atlas



On Food.com, 75 recipes appear when you search for roasted garlic. Recipes include many spreads and condiments such as roasted garlic buttermilk dressing, roasted garlic and white wine jelly, and roasted garlic sun-dried tomato spread. Other recipes include: roasted garlic and tomato soup and whole roasted garlic.

## Health Benefits

In an article from NDTV Food, they highlight the health benefits that are associated with roasted garlic consumption. It is known to cleanse toxins from your blood as well as preventing heart disease and lower cholesterol. However, health professionals recommend avoiding consumption of garlic in large amounts before surgeries and medical operations.



# ROASTED GARLIC

ON THE MENU: Q4 2018-Q4 2019

“

2,593

ROASTED GARLIC  
MENTIONS ON THE  
MENU

”

Casual Dining is the top restaurant segment, with entree, sandwiches and appetizer the top three menu sections with the most roasted garlic-flavored items. Entrees account for 51% of all roasted garlic-flavored menu items.

## MENU MENTIONS:

- **Ranch Rings** features a roasted garlic ranch dressing, accompanying panko breaded onions as a sharable dish at Firebirds Grill, nationwide.
- **Caprese Pizza** features fresh mozzarella, Roma tomatoes, fresh basil & herbs, balsamic drizzle and roasted garlic at Gordon Biersch Brewery and Restaurant in Louisville, Kentucky.
- **Specialty Steakhouse Butter** features roasted garlic and fresh herbs with bourbon and bacon at Black Angus Steakhouse, nationwide.

Source: Mintel Menu Insights



While the incidence of consumption for this flavor is moderate, this flavor profile has a dedicated fan base.

- MINTEL

# ROASTED GARLIC

Global New Product Introductions: 2014-2019

“  
**391**  
ROASTED GARLIC  
FLAVORED NEW PRODUCT  
INTRODUCTIONS  
”

## GLOBAL FAST FACTS:

- **NORTH AMERICA** is the top global region for roasted garlic new product introductions with 51% of all new products.
- **SAUCES AND SEASONINGS** is the top product sub-category globally for roasted garlic flavored new products.
- **MIXED HERBS** is the top flavor paired with roasted garlic.

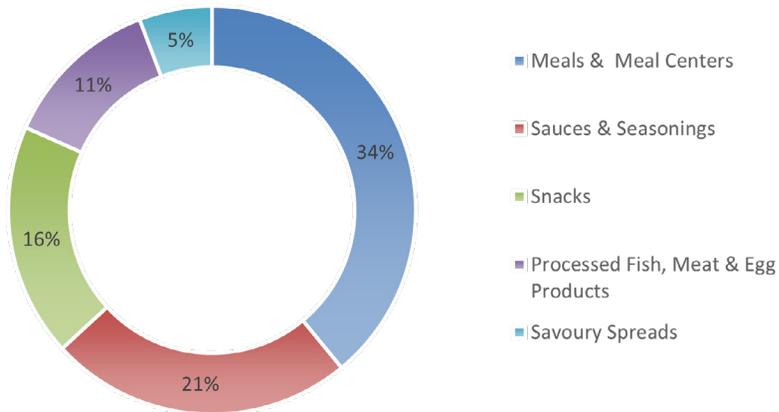


**GARLIC & CHEESE MAYO SAUCE:** Made with real rich and fresh mayonnaise, roast garlic seasoning powder, process cheese and garlic concentrate. The product can be used as a dip for pizza or various fried items like chicken or potato wedges. | South Korea



**TESCO FINEST HASSELBACK BABY POTATOES WITH A ROASTED GARLIC & ROSEMARY BUTTER:** Comprised of roasted baby potatoes on a bed of sweet caramelised onions, served with a fragrant garlic and rosemary butter that creates an indulgent glossy dressing. | UK

## TOP ROASTED GARLIC PRODUCT CATEGORIES



**Red Rock Deli Chilli, Roast Garlic & Lemon Oil Deluxe Crisps:** Seasoned with sweetness of roasted garlic, combined with the kick of chilli and complimented with a light spritz of zesty lemon oil. 36% of consumers in our panel responded that they likely or definitely would buy this product. | Australia

# ROASTED GARLIC

North America New Product Introductions: 2014-2019

“  
**198**  
 ROASTED GARLIC  
 FLAVORED  
 NEW PRODUCT  
 INTRODUCTIONS  
 ”

## GLOBAL FAST FACTS:

- **SAUCES AND SEASONINGS** is the top product sub-category for roasted garlic flavored new products.
- **BUTTER** is the top flavor paired with roasted garlic.

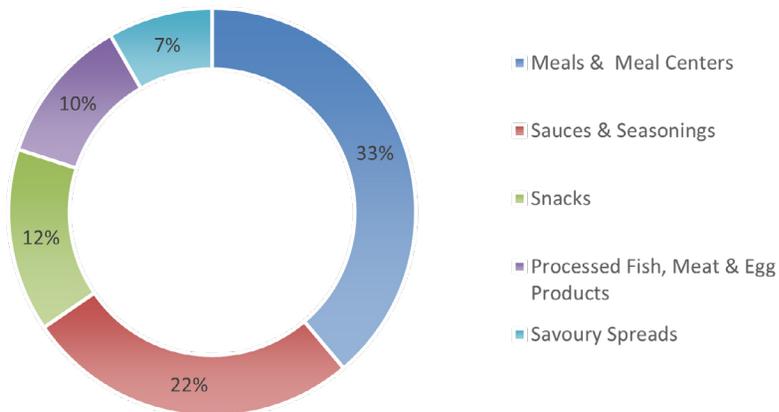


**SAVORY WILD ROASTED GARLIC & BLACK PEPPER PORTABELLA JERKY:** described as a delicious snack made from hand-picked Portabella mushrooms that have been marinated, gently dried and packed with nutrients. 32% of consumers responded that they likely or definitely would purchase this product. | USA



**HAK'S BROWN SUGAR ROASTED GARLIC BBQ SAUCE:** This 100% natural product is made with quality ingredients and is free from preservatives, gluten, or GMO. 32% of consumers responded that they likely or definitely would purchase this product. | USA

## TOP ROASTED GARLIC PRODUCT CATEGORIES



**ROASTED GARLIC BAGEL CHIPS:** This product from Clancy's is described as authentic baked artisan bread and crunchy. 63% of consumers responded that they likely or definitely would buy this product. | USA

# THE TAKEAWAYS

*Roasted garlic is showing consistent growth over the past year and new products are being introduced around the globe. We are also spotting growth in roasted garlic flavored menu items, with casual dining as the top restaurant segment and sauces, spreads, and stocks accounting for 59% of all roasted garlic flavored menu items. For those posting about roasted garlic on social media the words parmesan, butter, potatoes, cauliflower, and olive oil are the words most often associated with posts about roasted garlic. The flavor profile adds a unique note to many products beyond sauces and spreads and is being introduced in jerky, potato dishes and many snack products. The question is—is roasted garlic 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/](http://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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