

FOR IMMEDIATE RELEASE

Contact: Mackenzie Moeller
FONA International Inc.
1900 Averill Road, Geneva, IL 60134
(630) 578-8655 • mmoeller@fona.com

The logo for Flavor Radar features the words "Flavor Radar" in a large, bold, blue sans-serif font. A stylized radar icon is integrated into the letter "a" in "Radar".

FONA International Releases 2021 Flavor Radar®

Watch List

Geneva, IL, January 6, 2021 - FONA International, creator and manufacturer of complete flavor solutions, released its 2021 Flavor Radar® Watchlist this week. The watchlist is released annually using FONA's Flavor Radar mapping methodology that trends flavors from novel idea to everyday pantry staple. View the full report [here](#).

"Flavor Radar is FONA's distinct way of tracking and predicting the novel, up & coming, everyday and mainstream flavors that are garnering interest annually. This year, we've spotted everyday flavors from chili pepper to maple to more intriguing flavors such as barley grass and coconut blossom." said Consumer Insights Manager Pamela Oscarson

Using a mix of current data points from industry-renowned databases and in-depth analysis on how a flavor trend is affecting the food industry, Flavor Radar® fills the gap between theory and fact in flavor trend assertions. FONA's experts analyze a comprehensive set of indicators including restaurant menus, new product introductions and print and social media data to categorize flavors on the list into four categories: Novel, Up & Coming, Mainstream and Everyday.

"We know that flavor creates a personal connection in such a unique way. By mapping flavor movement, FONA's Flavor Radar list helps food and beverage companies anticipate where consumers are heading -- and meet their needs, whether they seek the adventurous or comforting." said Consumer Insights Manager Pamela Oscarson

More flavor & trend insights are available in FONA's weekly trend reports, or through their industry-renowned Flavor University program. Visit www.fona.com/insights or www.flavoruniversity.com

ABOUT FONA INTERNATIONAL, INC.

Founded more than 30 years ago, FONA International creates and produces flavors for many of the largest food, beverage, and nutritional companies in the world. It offers flavor solutions for the confection, grain, beverage, performance nutrition, OTC and emerging markets from its state-of-the-art, 33-acre campus in Geneva, IL. FONA's seven core values drive it to pursue excellence and foster incredible partnerships. More than just great flavors — FONA provides exceptional service and complete market solutions.